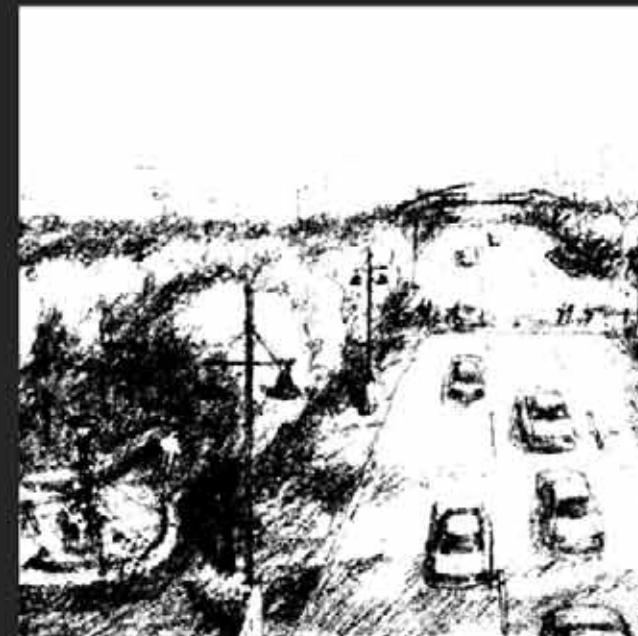
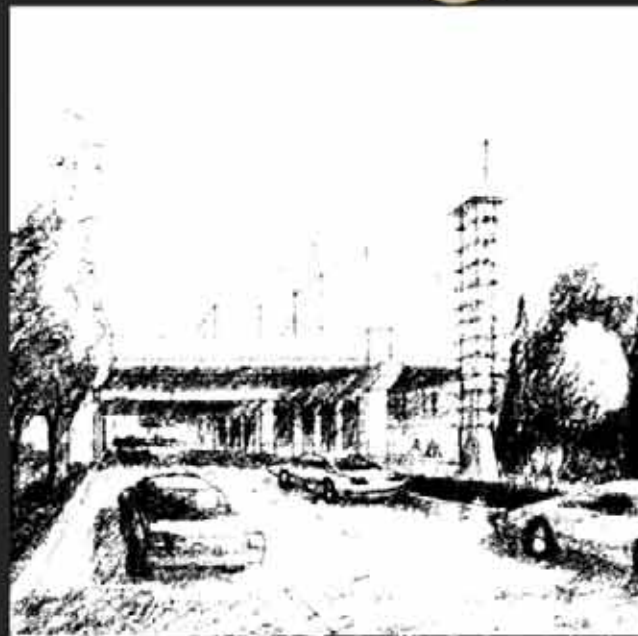


“A World Class Boulevard”



Part Two

Concept Emerges..."





Champs Elysees - Paris, France



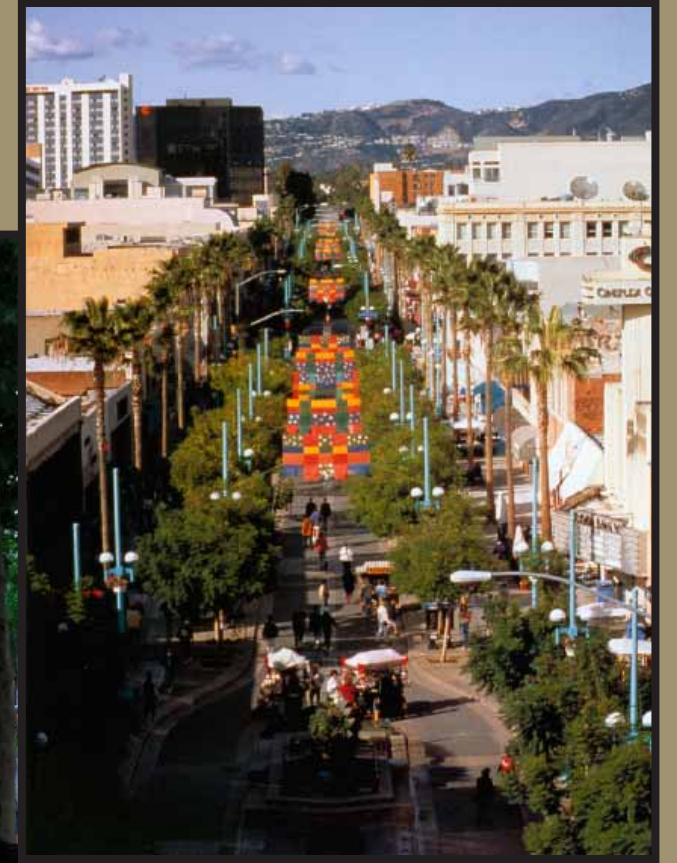
Montmartre - Paris, France



Ponte Vecchio - Florence, Italy



Champs Elysees - Paris, France



Mixed Use Boulevard - Santa Monica, California

What Makes a World Class Boulevard?

- They are regional, national and worldwide destinations
- They are authentic, timeless and create long term value
- They are vibrant and interactive people places
- They are all season, day and night, working, living, community experiences
- They are a diverse mix of components and shared uses
- They celebrate the role of architecture, landscape and civic art as placemakers
- They generate human interaction
- They are NOT suburban
- They are NOT automobile dominant
- They utilize public transit (of some sort)
- They are simply places people want to be



Outdoor Cafe - Paris, France



Champs Elysees - Paris, France



Michigan Avenue - Chicago, Illinois



Las Vegas Boulevard - Las Vegas, Nevada

Experiential Moments

- HIGHLIGHTED GATEWAYS - explicit sense of arrival
- DRAMATICALLY STAGED BOULEVARD - formal placement of trees and landscape - flanked by highly energized mixed use community
- ICONIC PEDESTRIAN BRIDGES - important architectural pieces by renowned architects and engineers
- LARGE PUBLIC AREAS - with significant civic art (i.e. fountains, sculpture, etc.)
- NIGHTTIME IS MAGIC - a one of a kind in Metro Detroit
- THE WALK EXPERIENCE IS CELEBRATED - strategic planning utilizing pedestrian scale and intriguing devices promotes the "Boulevard Stroll"
- WORLD CLASS RESIDENTIAL AND RETAIL
- POCKET PARKS AND AMPLE GREENSPACE - provide pacing to the overall experience
- BUILDING ARCHITECTURE DEFINES THE SPACE - both at the Boulevard level and for building occupants as well
- THE I-75 GATEWAY IS A "FORESTED PORTAL" - i.e. The Washington D.C. Beltway



Existing Big Beaver Corridor



Concept Sketch of Potential Boulevard

The Existing Thoroughfare vs. A World Class Boulevard

Transforming an automobile based design into a pedestrian-friendly world class boulevard



The Big Beaver Corridor



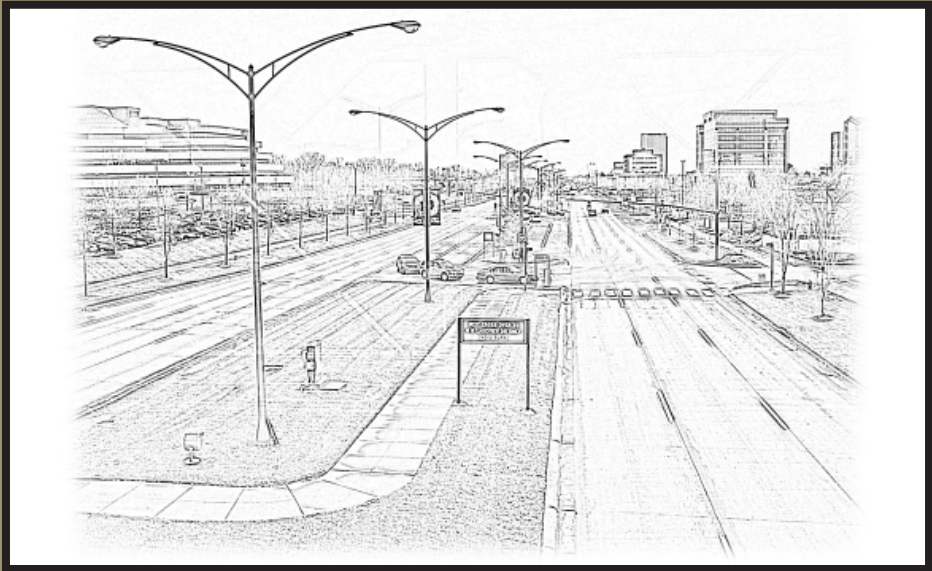
Paris, France



The Big Beaver Corridor



Champs Elysees - Paris



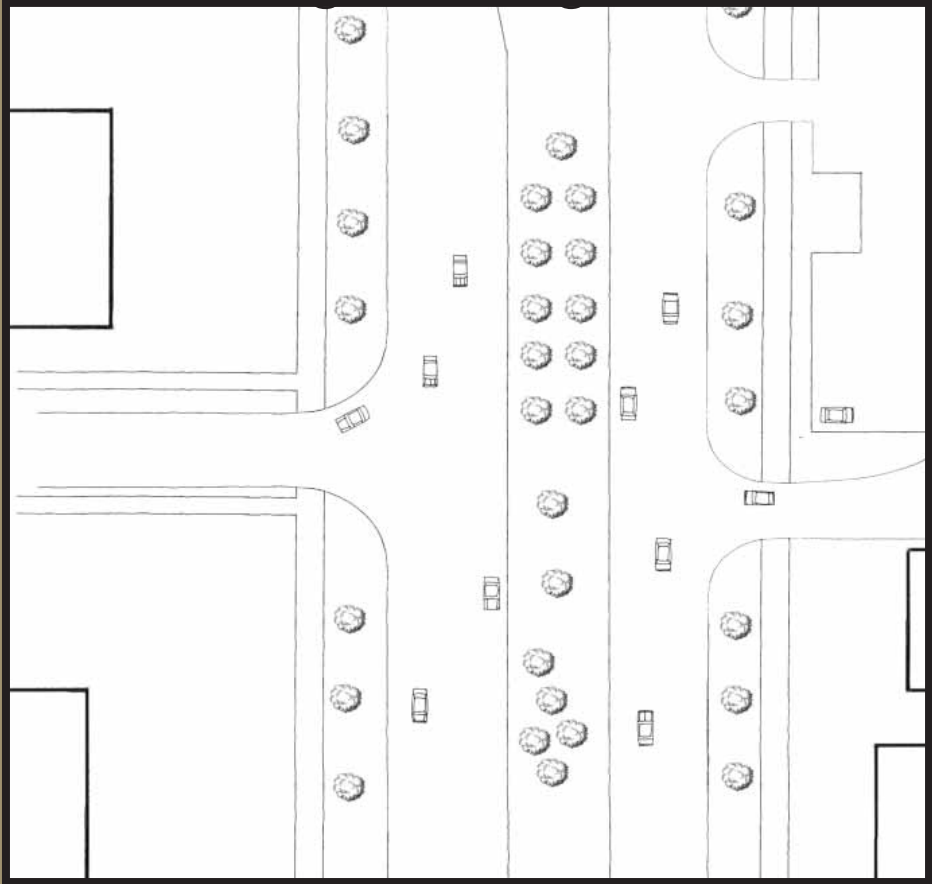
Perspective



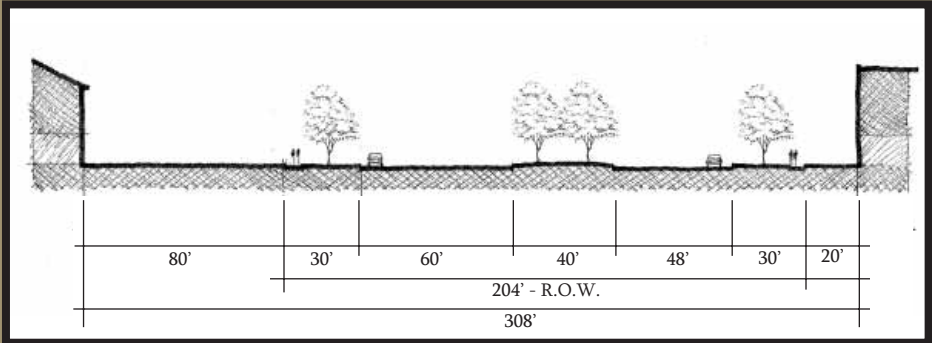
Perspective

The existing Big Beaver Road was designed to move automobiles and park automobiles to service primarily single use office buildings.

The Existing Thoroughfare

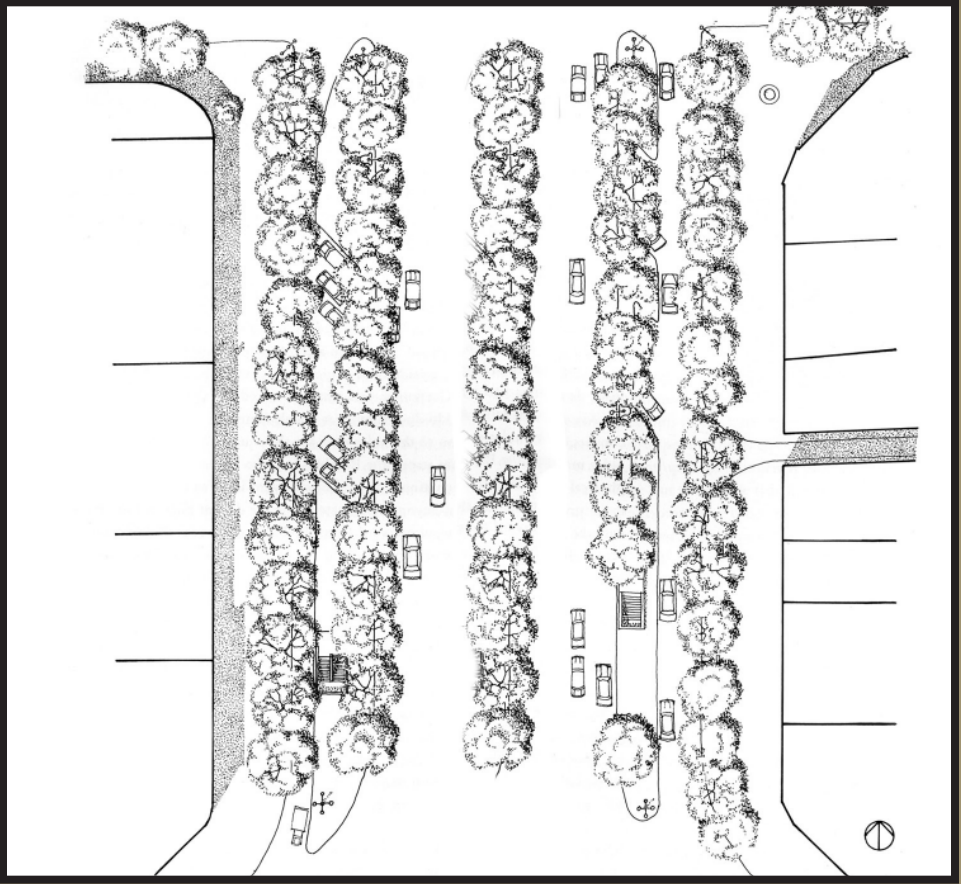


Plan

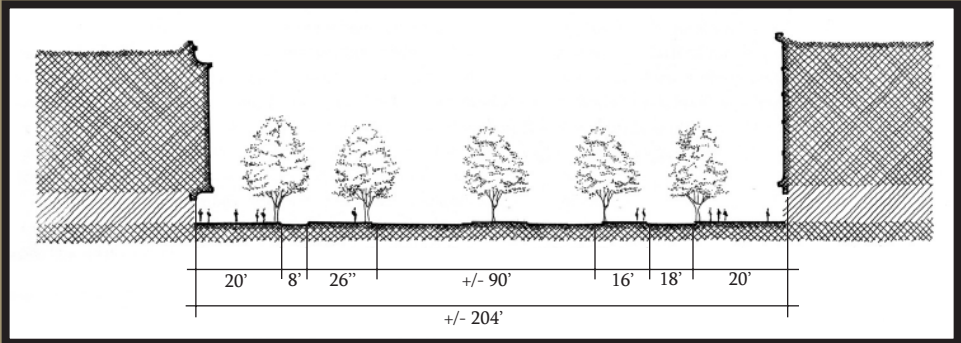


Section

The World Class Boulevard



Plan



Section

A world class boulevard provides for automobiles but at its core is a mix of uses which interact, in a time tested manner. These uses create a dynamic, flexible and sustainable presence insuring long term value for both the community and the region.



Stacked Condominiums



Stacked Condominiums



Condominiums over Retail

Housing Market Analysis

10,000 housing units over the next 25 years

Housing projections for the Big Beaver Corridor anticipate that Big Beaver could potentially capture about 10,000 units over the next 25 years. Primary growth opportunities in housing for Big Beaver are derived from two potential sources: existing households in Troy and Oakland County; and future households in both jurisdictions. The complete housing market study is included in the Appendix.

Existing Households

With regard to growth opportunities derived from existing households in Troy and Oakland County, the following projections can be made:

- Of the current households within Troy and Oakland County, as many as 36% can foresee or may move from their current unit to another housing unit within the next five years. A majority of these households—60% for Oakland County and a higher percentage for Troy—are likely to stay in the area. For about 35% of those who may move in the next five years, the reason for the change is one that makes the household likely to seek housing that could be built in the Big Beaver area.
- The majority of those who are likely to move are relatively young (including but not limited to new household formation after finishing education) or relatively old without children or with grown children. The types of amenities sought by these households could, for the most part, be fulfilled by housing associated with Big Beaver.
- About 20% of those who are likely to seek a different housing unit than that which they occupy at present are willing or see themselves capable of paying \$2,500 or more per month or not having any payments, with the unit being paid for by proceeds from their current unit. 30% see themselves paying \$1,000 to \$1,250 per month for housing.
- Based solely on the number of existing households in Troy and Oakland County, a total of 18,123 housing units will be necessary in Oakland County to meet the demand for those that seek a move, wish to stay in the area, and will likely seek alternative housing that could be built along Big Beaver. Of these units, 10,875 are likely to be priced below a level associated with a \$2,500 monthly mortgage or rent payment, and 6,469 would likely be priced above the \$2,500 level.
- Assuming a 50% capture of the units associated with the existing households in Troy that are likely to move (1,951), and a 20% market share for similar households (16,172) in the remainder of Oakland County, Big Beaver could capture as many as 4,200 residential units from existing households in Troy and Oakland County.

Future Households

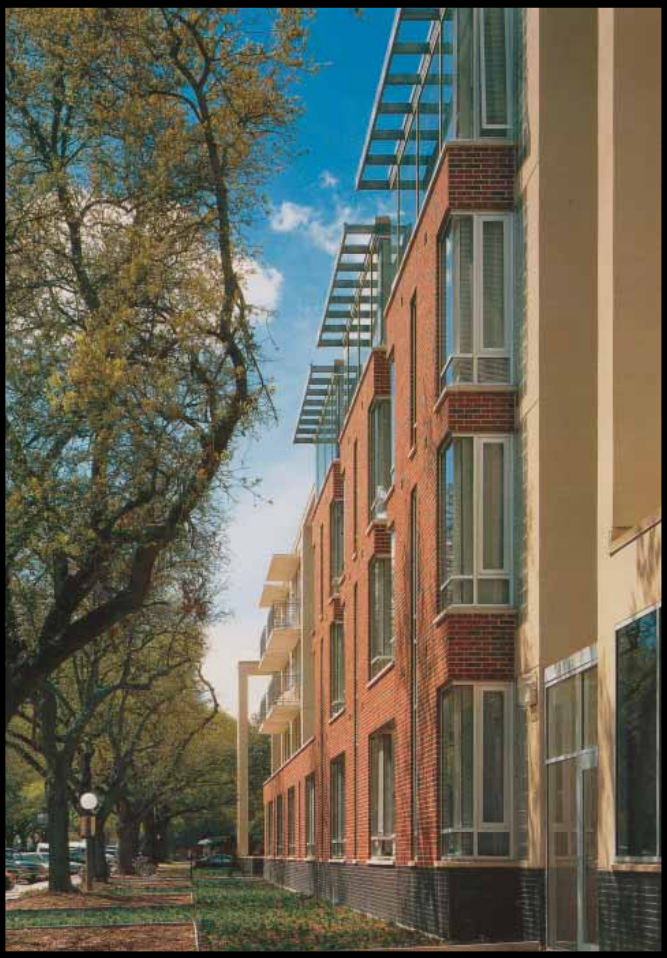
With regard to growth opportunities derived from future households in Troy and Oakland County, the following projections can be made:

- Troy currently contains about 30,962 households. Over the next 25 years, 1,659 new households are expected, increasing the number of households to 32,621. Oakland County currently has 429,315 households. An additional 152,523 households are expected to be added by 2030, with the number of households reaching 581,838.
- Based solely on the anticipated number of new households associated with Troy and Oakland County over the next 25 years, a total of 5,975 additional units could potentially be added to Big Beaver.

Potential Absorption of New Housing Units

The total number of housing units potentially captured along Big Beaver is about 10,000 units over the next 25 years. The table below is a breakdown of the potential absorption. Of these units, about 2,000 will be priced for payments above \$2,500 (in constant dollars), with 8,000 below this level and most at about half that level (in constant dollars).

Years	Above \$2,500	Below \$2,500	Total
1 to 3	386	1,546	1,932
4 to 5	454	1,814	2,268
6 to 10	480	1,920	2,400
11 to 15	240	960	1,200
16 to 20	240	960	1,200
21 to 25	240	960	1,200
Total	2,040	8,160	10,200



Stacked Condominiums



Loft Housing

“Big Beaver could potentially capture 10,000 new dwelling units over the next 25 years.”

Key conclusions of the commercial/business analysis are provided below. The full text of the commercial/business analysis is included in the Appendix.

Survey of Current Business Operations: Suggested Corridor Enhancements

A survey of current business operations located along the Big Beaver Corridor in the City of Troy resulted in identification of suggested Corridor enhancements, including the following:

- Better traffic patterns and movement, including wider roads, synchronization of traffic lights, fewer left turns, and the use of police to direct traffic when necessary;
- An increase in foot traffic aided by more crosswalks and pedestrian amenities; and
- More and better landscaping and improved landscaping maintenance.

Businesses also identified new businesses, activities or services that they favored as a means to help their specific ventures. These included:

- Research and development and technology-oriented establishments;
- Residential development; and
- Business services such as printing, advertising, computer and office supplies.

Research and Development Opportunities

Oakland County has been increasingly interested in “Emerging Sectors” as an opportunistic economic growth tool. The commercial/business analysis concludes that three areas are considered to be the best opportunities, or those with the highest probability of success, for Troy and the Big Beaver Corridor:

- Nanotechnologies, specifically nanomedicine, nanopaints, nanoantennas, liquid nanotechnology, and microsensors;
- Polymers; and
- Robotics, specifically service, swarm and modular (autonomous machines) robotics.

There are many companies and other operations that are involved with Research and Development activity in the above areas. These are listed in the Appendix, and include some of the largest corporate entities in the world, universities from outside of Michigan, venture capitalists, and small tech companies.

Commercial / Business Analysis

Business and commercial growth requires residential growth



Emerging Technology



Emerging Technology



Natural Foods Market

Forecasting of Demand: Retail Opportunities

Current retail activity is significant both within the Corridor’s study area and immediately surrounding it. The interstate access and other arterial connections have made the study area and surroundings a mecca for retail.

Two market areas were used to assess additional retail opportunities for the Big Beaver Corridor: Troy itself and areas in close proximity to it (primary market); and the remainder of Oakland County (secondary market). Estimates of future demand for goods and services are premised upon changes in the markets that are expected to result primarily if not totally from increases in households.

The Appendix includes the following: estimates of sales and space for the primary market, consisting of residents of Troy and surrounding areas, and the anticipated change from 2006 to 2010 and 2006 to 2015; and estimates of sales and space for the secondary market, consisting of residents of the remainder of Oakland County, and the anticipated change from 2006 to 2010 and 2006 to 2015. At a minimum, the primary market—consisting of residents of Troy and surrounding areas—will support another one million square feet of space. At a minimum, the secondary market—consisting of residents of the remainder of Oakland County—will support another 3.6 million square feet of space. These opportunities are directly linked to housing and household growth for the County and Big Beaver.

Penetration of the markets by the Corridor, or the ability of the study area to capture additional retail opportunities, can be summarized as follows: for the primary market, it is assumed that the study area could capture as much as 25% of the growth, or another 250,000 square feet of space. Assuming an environment for the activity is created, at least partially through the addition of residential development in the study area, for the secondary market, a maximum of 400,000 square feet of new retail could be captured.

Growth in retail should not precede growth in housing within the Corridor. New retail associated with the primary market is expected to be largely convenience-goods oriented, or meet the needs of new residents. Uses such as specialty markets, natural food markets, drugstores, bakeries, etc. fall into this category. Some additional restaurant activity could also be attracted as residential uses grow. New retail associated with the secondary market may include ethnic and other restaurants offering evening entertainment.

“The market analysis shows that the Corridor could capture 650,000 square feet of new retail space over the next 10 years. This growth is directly linked to new housing growth, not from capturing other uses currently located elsewhere.”

Forecasting of Demand: Office Growth

Residential growth provides the opportunity for growth in professional and other services. Office growth results from needs generated by residents for services, the growing need for employment in close proximity to the home, the potential to expand the “industrial base” through R&D, and other opportunities.

With the anticipation of about 29,750 additional households in the County by 2015, as much as four million square feet of office space could be required to meet the employment and service needs of residents. Based on the assumption of additional housing units defined for the Big Beaver Corridor, an additional 800,000 to one million square feet of space would be required to meet the needs of R&D activity, expansion of the financial services niche, expanded medical and other professional services, and other activities.

“Based on new housing growth, Big Beaver could capture up to one million square feet of office and R&D space over the next 10 years.”

IMPLEMENTATION

Models for Pursuing Expansion of the Corridor’s Economic Base

While it is recognized that Michigan has defined a “Centers of Excellence” Program, Troy should examine the State of New York’s efforts, specifically the “Center of Excellence” effort in Rochester, as one of three potential models for pursuing expansion of the corridor’s economic base of activity. That effort is based on very strong private corporate involvement, substantial involvement by an array of higher education institutions from within and outside the area, and, to a lesser extent, government. The program is geared toward R & D.

Recruitment

Many of the conclusions of this analysis require development of activity and associated space, whether it involves R & D, retail, office, or housing. In a perfect world, this would happen instantaneously. However, unless the proper people become aware of the opportunities that exist, there is a decreased probability that it will happen in the foreseeable future. Thus, much of the success is dependent upon recruitment.

There are two types of recruitment activity suggested. One is developer recruitment while the other is direct business recruitment. The following are “advance steps” for establishing a successful recruitment effort:

- Decide who will administer and provide staff support for the recruitment effort in general.
- Develop marketing materials oriented toward the types of entities to be solicited (many of the materials should be flexible, alterable, and reproducible by the City or other entity).
- Develop lists of those to be solicited.
- Develop a set schedule for phasing of the recruitment process so that the workload is distributed over time.
- Establish a funding mechanism to insure that the effort is continual.

The marketing activities associated with recruitment would include:

- Distribute developed materials via direct mail; advertise in selected professional journals for developers, if affordable; and attend ICSC and other conferences, if affordable.
- Prepare Requests for Qualifications and Proposals.
- Arrange an “open house,” if feasible and interest in attendance is strong.
- Review and evaluate the responses (independent party review is preferred).
- Establish the relationship (such as between the development interest and private property ownership).
- Continue follow-up, acting as an “ombudsman” for the process, at a minimum.
- DDA Board members should act as “Ambassadors,” making themselves available when required to introduce prospects to the corridor. Ambassadors should be rotated in order to avoid placing undue time burden on individuals.

A “sister” effort—developer recruitment—is a business recruitment effort. It is conducted in the same manner as above, but without the RFP/RFQ component. The following is also appropriate for retail or office.

- Assemble local realtors to inform them of the effort. Potentially establish an advisory committee within the DDA or City consisting of the local realtors.
- Develop lists of those to be solicited.
- Distribute developed materials via direct mail; advertise in selected publications, if affordable; and “cold call” door knock for restaurant and other unique, selected interests.
- After initial contact, make follow-up contact via telephone, internet, and site visits to answer questions, gauge interest, etc.
- Establish relationships with landlords, realtors, property owners, or other appropriate parties.

Goals and Strategies



The goals and strategies provide a framework for the Concept Plan. Goals and strategies are policy statements that will guide development of the Concept Plan.

The foundation for the goals and strategies is the preceding Inventory and Analysis and Stakeholder Summaries. Input from the public, stakeholders, and experts, gained at the Vision Fair and workshops, serves as a key contributor to the policy basis from which long-range decisions about Corridor development and redevelopment will be made.

GOAL: PROMOTE REDEVELOPMENT OPPORTUNITIES ALONG THE BIG BEAVER CORRIDOR.

- Strategy:* Take advantage of opportunities for infill development and redevelopment in underdeveloped areas.
- Strategy:* Increase the Corridor’s development potential by establishing a preference for parking decks, rather than surface parking lots.
- Strategy:* Bring buildings closer to the street, with parking to the side or rear.
- Strategy:* In selected areas, refine the road system into a grid, to enable redevelopment at higher densities and to disperse traffic within a street network, rather than concentrating it on Big Beaver.

GOAL: PROMOTE REDEVELOPMENT WITH A GREATER MIX OF LAND USES, PARTICULARLY NEW RESIDENCES.

- Strategy:* Plan for mixed use development in both a horizontal and vertical form.
- Strategy:* Promote apartments and condominiums over retail in areas where an urban character is planned.
- Strategy:* Promote townhome development as a transition between higher intensity development along the Corridor and adjacent single family residential neighborhoods.

GOAL: TRANSFORM BIG BEAVER CORRIDOR INTO A DESTINATION OR “PEOPLE PLACE” CHARACTERIZED BY ROUND-THE-CLOCK ACTIVITY AND AN EXCITING NIGHTLIFE.

- Strategy:* In planned areas, promote redevelopment with a greater mix of uses at a higher density, creating a complete live-work-shop environment. In development nodes, plan for new public spaces and active ground-floor retail and restaurant uses, with offices and residences above and nearby.
- Strategy:* In appropriate locations, widen sidewalks to allow for outdoor seating, window shopping, and pedestrian gathering.
- Strategy:* Attract cultural amenities and entertainment uses to the Corridor.
- Strategy:* Promote building siting and design that create a pedestrian-friendly environment. Place buildings close to the sidewalk and street, and encourage architecture that is at a human scale.

GOAL: MAINTAIN A UNIFIED VISION FOR TRANSFORMING BIG BEAVER ROAD INTO A WORLD-CLASS BOULEVARD, WHILE IMPROVING THE CORRIDOR BY FOCUSING ON EACH OF ITS NEIGHBORHOODS.

- Strategy:* Define Corridor districts, or areas along the Corridor with similar land uses, building scale, landscaping, amenities, and so forth. Establish a unique character for each district, fostering variation in character along the Corridor.
- Strategy:* Define Corridor gateways, creating distinctive transition areas and entry and exit points.
- Strategy:* Enliven or “activate” the Civic Center area.
- Strategy:* Designate appropriate areas for redevelopment as intense, mixed-use nodes of development.
- Strategy:* Designate an area as the City’s entertainment village or cultural center.

GOAL: MAINTAIN AND IMPROVE EXISTING BUSINESSES ALONG BIG BEAVER CORRIDOR.

- Strategy:* Permit continued ease of access to existing businesses, while preserving roadway capacity.
- Strategy:* Promote new residential and office development along the Corridor, providing resident and worker support populations for existing retail uses.
- Strategy:* In defining districts, account for and accommodate existing development and businesses that are an asset to the Corridor, such as the Somerset Collection and light industrial uses east of Rochester Road.

GOAL: TRANSFORM THE CORRIDOR INTO A PEDESTRIAN-FRIENDLY ENVIRONMENT.

- Strategy:* Plan for new residential uses, mixed use development, and density, to boost pedestrian activity and walkability along the Corridor.
- Strategy:* Add more at-grade and above-grade pedestrian crossings along Big Beaver, making it easier to cross between the north and south sides of the road.
- Strategy:* Along mixed-use blocks with ground-floor retail uses and outdoor cafés, widen sidewalks to accommodate high pedestrian traffic volumes.
- Strategy:* Increase the sense of enclosure and protection for pedestrians, by enhancing planting strips and street furniture zones between the sidewalk and travel lanes, and adding parallel parking where appropriate.
- Strategy:* Site buildings so that they create a hard-edged urban streetscape or street wall.
- Strategy:* Install pedestrian-scale light fixtures and pedestrian amenities such as benches and planters.
- Strategy:* In addition to pedestrian facilities, provide bicycle facilities such as bike racks and bike lanes.

GOAL: CONTINUE TO PROVIDE CONVENIENT PARKING FOR USES ALONG THE CORRIDOR, BUT PROMOTE PARKING THAT IS UNOBTRUSIVE AND OCCUPIES THE SMALLEST POSSIBLE LAND AREA.

- Strategy:* Accommodate parking behind and to the sides of buildings, rather than in front.
- Strategy:* Promote parking decks, rather than surface lots.
- Strategy:* Promote redevelopment of underutilized surface parking lots.
- Strategy:* Promote shared parking arrangements that allow parking spaces to be shared by multiple users.
- Strategy:* Install appropriate screening for surface parking lots.

GOAL: PROMOTE TRANSIT USAGE ALONG THE CORRIDOR AND TRANSIT CONNECTIONS TO THE WIDER REGION.

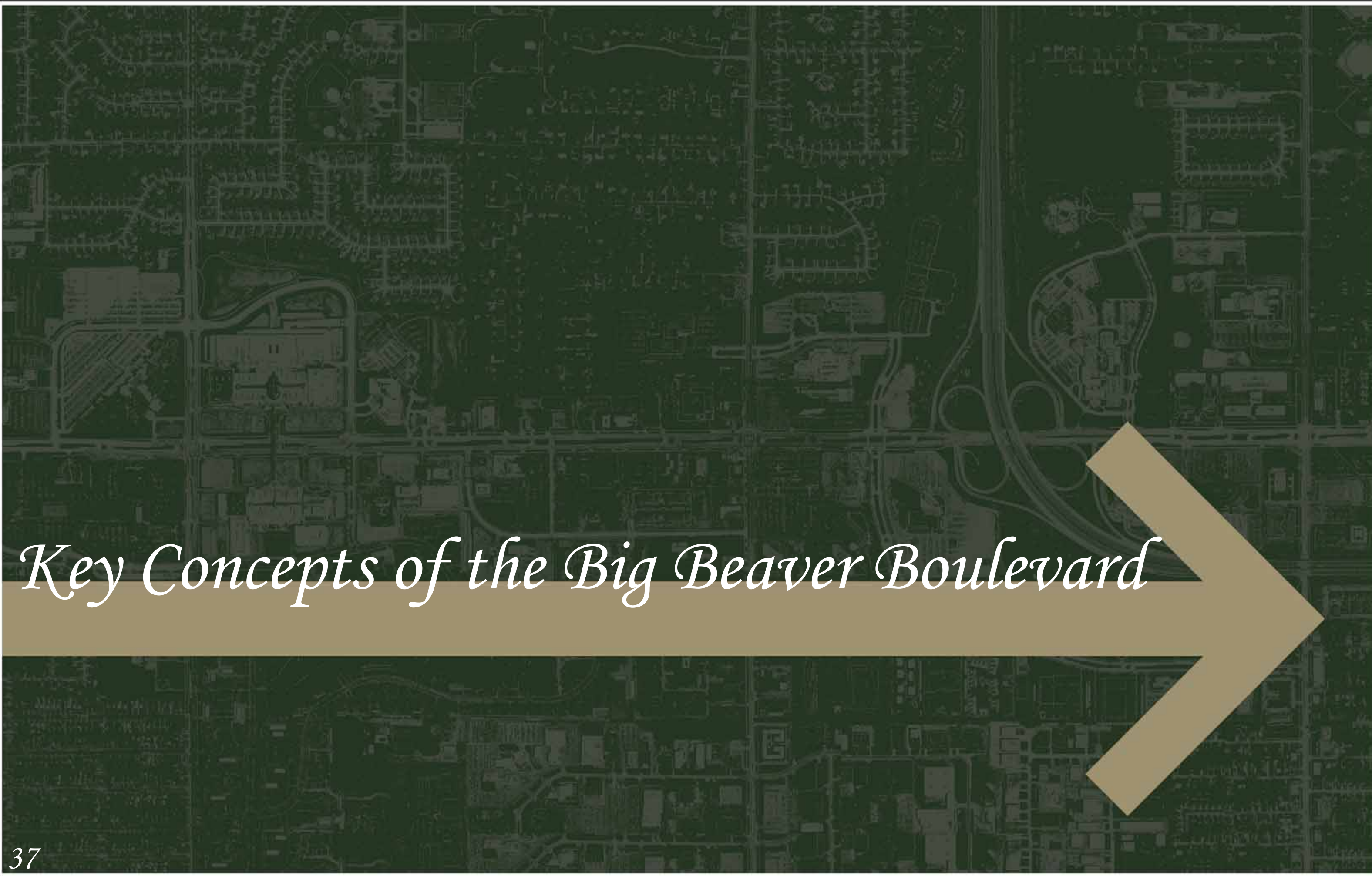
- Strategy:* Partner with SMART to improve existing bus service along Big Beaver Road and to strengthen regional transit links.
- Strategy:* Introduce incentives that promote transit usage.
- Strategy:* Provide attractive, comfortable bus shelters along the boulevard.
- Strategy:* Increase the viability of transit options by allowing redevelopment at higher densities and promoting new residential uses.
- Strategy:* Support the growth of private transportation services, to afford another transportation option.

GOAL: BEAUTIFY THE BOULEVARD THROUGH THE ADDITION OF NEW LANDSCAPING AND ENHANCEMENT OF EXISTING LANDSCAPING.

- Strategy:* Plan for vibrant parks and public spaces.
- Strategy:* Add more street trees, beautifying the roadway edges and median, and buffering pedestrians from vehicular traffic.
- Strategy:* Enhance and green Corridor gateways.
- Strategy:* Use landscaping to create a unified look for the entire Corridor and/or particular districts within the Corridor.
- Strategy:* Encourage regular maintenance of landscaping by property owners along the Corridor.

GOAL: EMPOWER GREAT DESIGN.

- Strategy:* Organize design competitions for new structures such as pedestrian bridges, fostering public dialogue in the design process and attracting the best designers from across the globe.
- Strategy:* Create public spaces that are pedestrian magnets, brimming with life and activity.
- Strategy:* Install sculptures and public art in key locations such as public squares and gateways.
- Strategy:* Provide new public parking structures as an incentive for development of a high quality urban environment.
- Strategy:* Select and install attractive, well designed, distinctive street furniture that sets the tone for redevelopment of the entire Corridor.



Key Concepts of the Big Beaver Boulevard

1. GATEWAYS, DISTRICTS AND TRANSITIONS

- organize and contain the Boulevard as a distinct place

- Sensitivity and buffering to existing residential at edges
- Linear parks and landscape buffers as transition
- Variations in building height (massing) from the boulevard to the north and south edges of the Corridor
- Variations in urban form along the Corridor, from district to district

2. TREES AND LANDSCAPE AS “CEILINGS AND WALLS”

- plantings symbolize and encapsulate the Boulevard experience

- Boulevard landscaping
- Forested portals
- Linear parks
- Pocket parks
- Large public squares

3. WALKING BECOMES ENTERTAINMENT

- Much to observe and engage in

- Sidewalk as gathering place and public space
- Pulses of activity along the boulevard
- Storefronts and streetscape that engage and attract pedestrians
- Iconic pedestrian bridges

4. MIXING THE USES TURNS ON THE LIGHTS

- the energetic dynamic of Mixed Uses with a focus on residential

- Infusion of residential units to create lively, vibrant new neighborhoods
- Diverse housing stock with a variety of price points
- Linkages to restaurants, retail, parks, and places of employment

5. THE AUTOMOBILE AND PARKING ARE NO LONGER #1

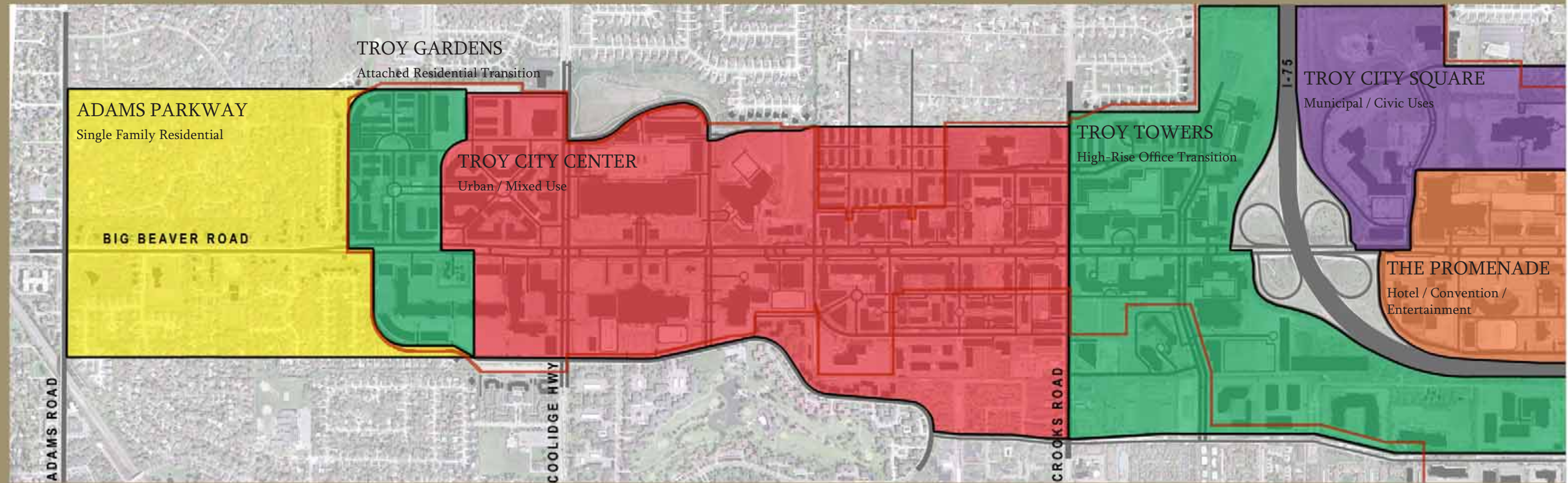
- important components but do not dominate the experience

- Variety of transportation choices including transit, bicycle, pedestrian, and motor vehicle
- Ride sharing and transit incentive programs
- Access management and transportation demand management to improve capacity without widening Big Beaver
- Grid street pattern in urban core to disperse traffic
- Public parking decks, placed along parallel collector and local streets to relieve Big Beaver traffic
- Service lanes with parallel parking in urban core

6. CIVIC ART AS THE WISE SAGE OF THE BOULEVARD

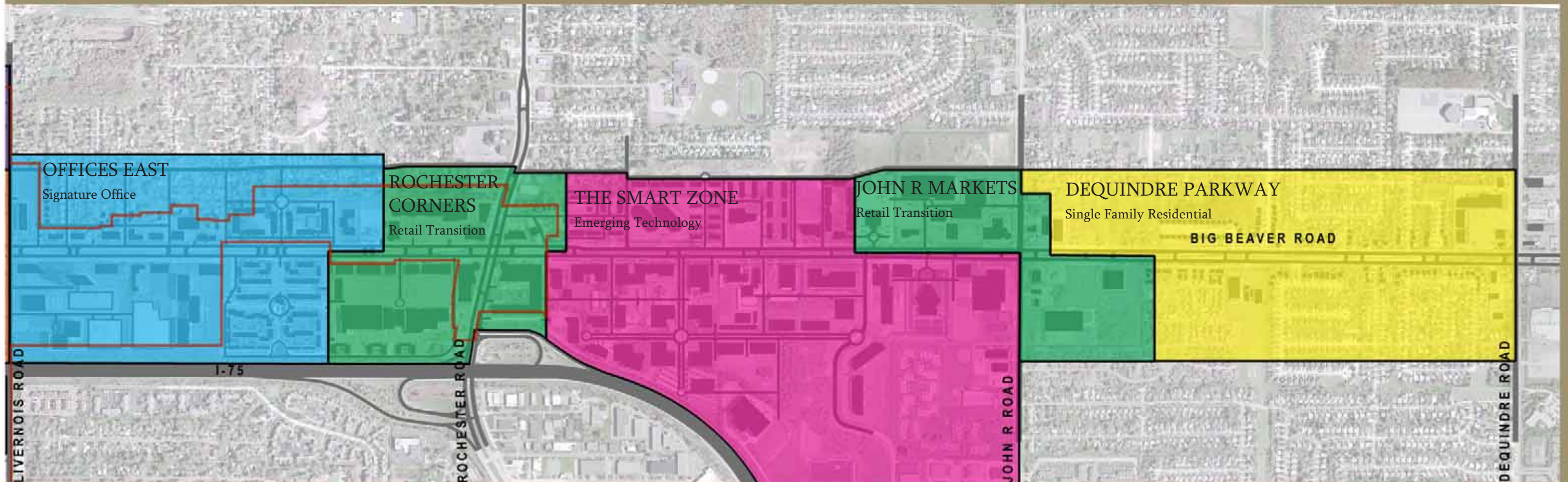
- telling stories, creating memories, making us smile and informing us along the way

- Civic art at Corridor gateways
- Public art at pulse points and in public squares
- Sleek and elegant street furniture
- Iconic footbridges
- Bold design of farmers' market structure



District Plan

Unique districts and pulses of activity define the corridor



The Big Beaver Road Corridor is composed of a number of distinctive areas, which the District Plan identifies. The District Plan calls for variation in character along the Corridor. Along the Corridor, districts range from nodes of urban activity—areas comprised of high intensity, mixed use development—to lower intensity land use and/or open space areas. “Pulses of development density... will create peaks and troughs of... activity that will pump new life into” the Corridor.¹



Residential/Parkway Districts: Adams Parkway and Dequindre Parkway

Big Beaver is flanked by residential uses at each end. Within these “bookend” districts, dense landscaping along Big Beaver will create a parkway feel.



Transition Zones

These zones occur where one district transitions to the next. Within each transition zone, building heights and uses may change and the character of the landscaping may be modulated, signaling that a transition is occurring.

The transition zones are as follows:

- TROY GARDENS will primarily be comprised of attached residential uses, providing a transition between lower density residential development in the Adams Gateway and higher intensity, mixed use development in Troy City Center.
- TROY TOWERS transitions from Troy City Center to I-75 and the Civic Center and the Promenade beyond. The tower district is the Corridor’s financial district.
- ROCHESTER CORNERS is a retail transition between the Signature Office district and Smart Zone.
- JOHN R MARKETS is, like Rochester Corners, a retail transition. The district bridges the Smart Zone and Dequindre Gateway.



Urban Mixed Use District: Troy City Center

Troy City Center will become the heart of the City, the ultimate “people place.”



Civic Center: City Square

City Square is Troy’s civic core: a district that celebrates civic functions.



Hotel/Convention/Entertainment District: The Promenade

The Promenade is a stylish entertainment hub, hosting visitors to the City.



Signature Office District: Offices East

The Signature Office district has signature corporate sites along the Corridor frontage, while residential uses transition to adjoining neighborhoods.



Emerging Technology District: Smart Zone

Big Beaver’s Smart Zone will host companies at the forefront of new technological developments. As articulated by Michele Hodges, President of the Troy Chamber of Commerce, “When traversing the Corridor, it should be instantly apparent that Troy values innovation, and is progressive in every way.” While the whole Corridor will exemplify these values, the Smart Zone will be most notable as a paragon of innovation.

(Footnotes)

¹ Michael D. Beyard and Michael Pawlukiewicz in *Ten Principles for Reinventing America’s Suburban Strips* (Washington, D.C.: The Urban Land Institute, 2001), page 11.



Adams Road Gateway



Coolidge Highway Gateway

Corridor Gateways

Gateways will announce that you have arrived at a unique place

Key Map





I-75 - Big Beaver Road Exit



I-75 - Rochester Road Exit

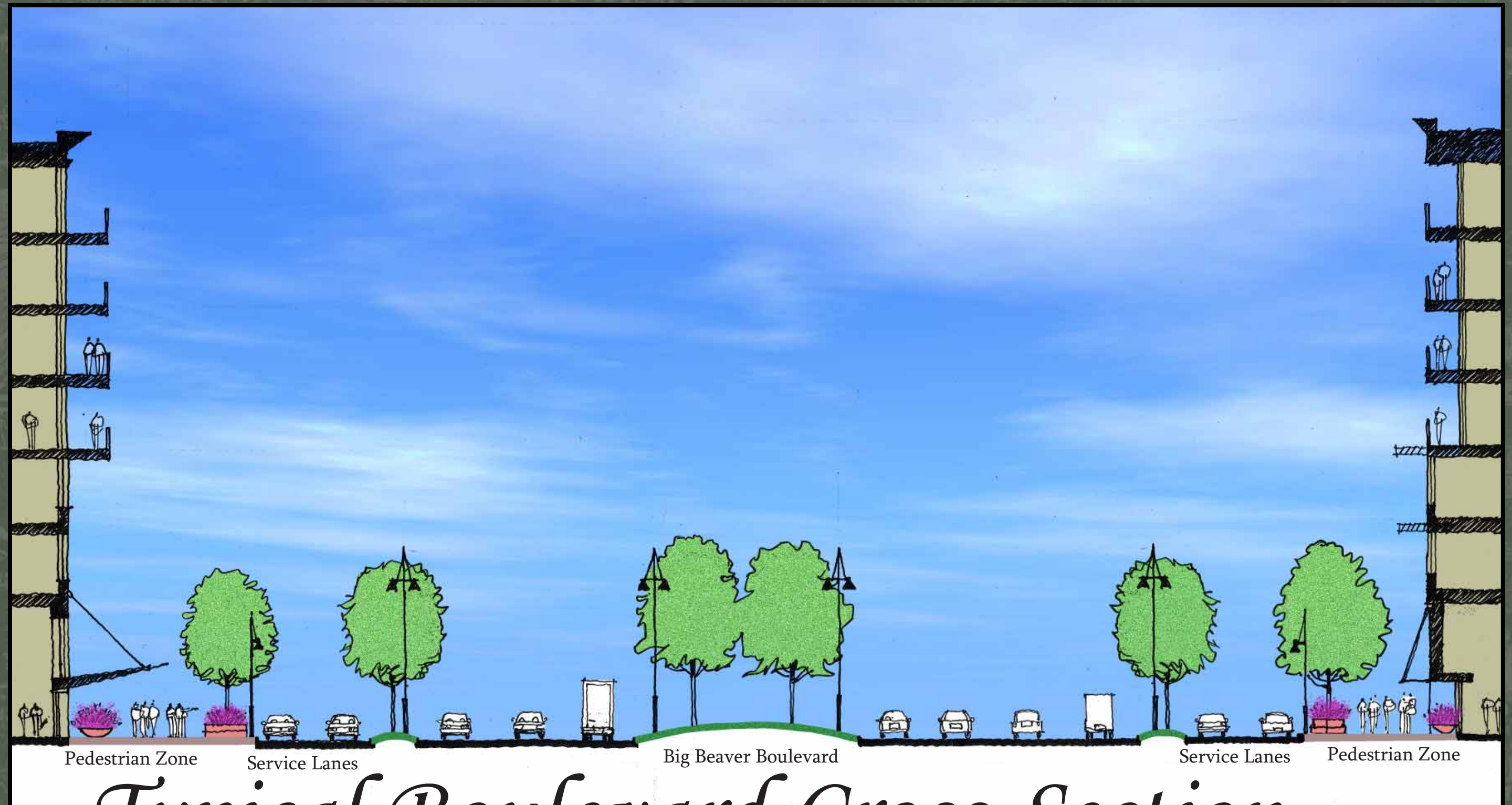


Dequindre Road Gateway

- Gateways are planned at key entry points to the Big Beaver Corridor: major gateways include the I-75 interchanges with Rochester Road and Big Beaver Road, while minor gateways include the intersections of Big Beaver Road with Coolidge Highway, Adams Road, and Dequindre Road.
- Gateways will announce to motorists and pedestrians that they have arrived at a unique place. A change in tone occurs at a gateway. Depending upon the gateway, signature architecture, distinctive landscaping and streetscape treatments, public art, or a combination of these elements will be used to create a sense of arrival into the area.
- At the I-75/Big Beaver and I-75/Rochester/Big Beaver interchange gateways, dense stands of trees will create a distinctive, park-like setting. These junctions will be forested portals into the Corridor.
- The Big Beaver and Coolidge gateway will be characterized by green space at all four corners. Trees and park space will border the intersection.
- Landscaping will frame the intersections of Dequindre and Big Beaver and Adams and Big Beaver. The Residential Parkway districts will be linear parks that serve as entry points to more intensely developed areas of the Corridor.



Typical Boulevard Plan

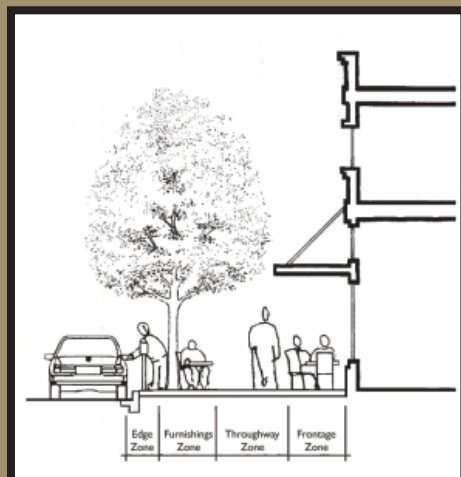


Typical Boulevard Cross-Section



Pedestrian Circulation and Greenspace

Pedestrians out for a stroll will be an experiential feature of the Corridor





- An increase in residential uses, mixed use development, and density will boost pedestrian activity and walkability along the Big Beaver Corridor.
- “The sidewalk is the most important public open space and the focal point of community life.”¹ At a minimum, sidewalks along the boulevard will be five feet wide, which is wide enough to permit two pedestrians to comfortably stroll side-by-side. Sidewalk width will, however, be tailored to each specific location: sidewalks that function as gathering places will be wider than those that merely function as pedestrian thoroughfares. Sidewalk width will be greatest along mixed-use blocks with ground floor retail uses, where there will be high pedestrian traffic volumes and café-style seating. In Troy City Center, a 1.5-foot wide edge zone, seven-foot wide furnishings zone, eight-foot wide throughway zone, and five-foot wide building frontage and seating zone would be appropriate. Total sidewalk width in this district will range from 16 to upwards of 20 feet.
- Pedestrian pathways will be separated from traffic by dense landscaping and, in Troy City Center, by on-street parking. Landscaping between the sidewalk and travel lanes will provide a sense of enclosure and protection for pedestrians. Street trees will shade the sidewalk, making it an appealing place to walk.
- Nodes of activity on each side of Big Beaver will be linked by at-grade or above-grade pedestrian crossings. Pedestrian bridges will begin and end at vibrant destinations, pulse points such as restaurants and entertainment venues. Pedestrians will have a compelling reason to use the bridges.
- Pedestrian bridges will be functional, unique, and beautiful. They will become Corridor icons, symbols of Big Beaver as the “place to be.” People will travel to the Big Beaver Road Corridor just to see its extraordinary footbridges. The cutting edge design of the Millennium Bridge, a recently constructed footbridge over London’s River Thames, was the outcome of an international design competition, and a similar approach is advocated for Troy.

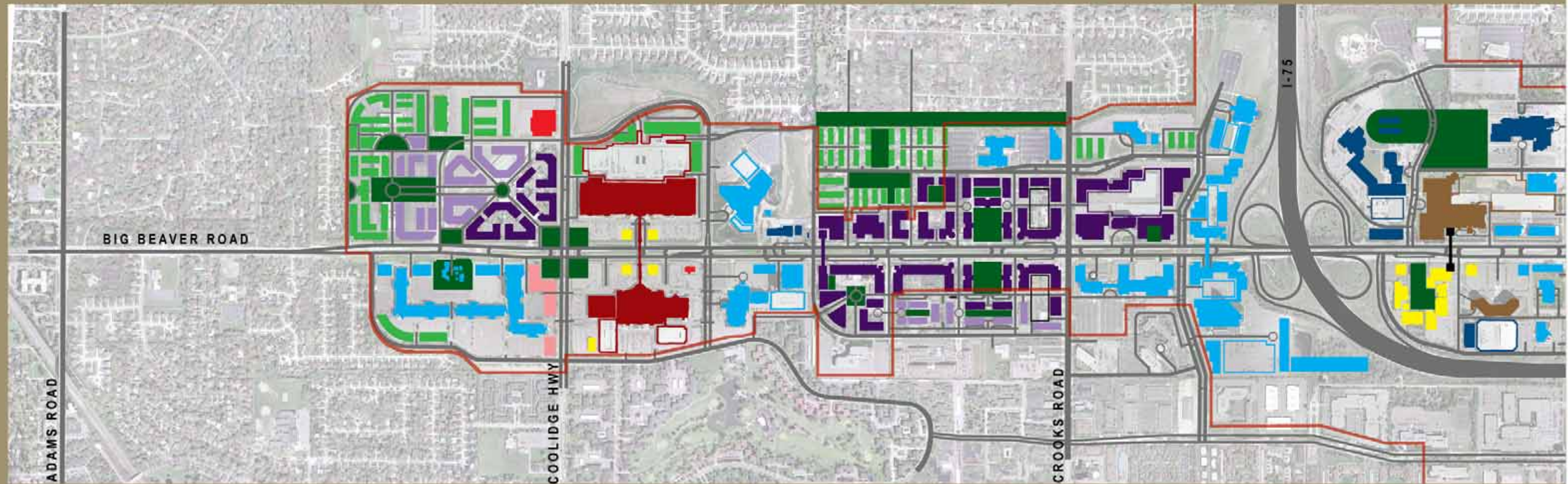
- Pedestrian bridges may be a destination in and of themselves. Like Florence’s famed Ponte Vecchio, a footbridge along Big Beaver could potentially be flanked by shops.
- In many districts, landscaped greens will become focal points amidst denser development. A key feature of Troy City Center will be the City Center Park, two public squares flanking the north and south sides of Big Beaver. These will be areas featuring significant landscaping, gardens, benches, art, and street level shops and restaurants. Seasonal activities will also draw people to these important destination areas.
- The Big Beaver Road Corridor will be greened and beautified through the addition of landscaping. Street trees will create a visual axis along the boulevard, connecting each district to the next, and will define Corridor edges. The Greenspace Plan projects that approximately 5,000 trees will be added within the Corridor right-of-way.
- The I-75/Big Beaver gateway and the I-75/Rochester Road/Big Beaver gateway will become forested portals. Per the Greenspace Plan, more than 900 trees will be added at I-75/Big Beaver and over 400 new trees will be planted at I-75/Rochester.
- A necklace of green will surround the Corridor Study Area. Landscaped ring roads will provide a transition to neighborhoods to the north and south of the Study Area.
- The Residential Parkway districts will be linear parks, introducing visitors to the Corridor.

(Footnotes)

¹ Adrienne Schmitz and Jason Scully, *Creating Walkable Places: Compact Mixed-Use Solutions* (Washington, D.C.: The Urban Land Institute, 2006), page 43.

LEGEND:

- ODA Boundary
- Roadway
- Proposed / Existing Pedestrian Bridge
- Major Pedestrian Circulation
- Greenspace
- Trees



Building Use Plan

The corridor will embrace a variety of land uses and activities

MIXED USE DEVELOPMENT

The Building Use Plan envisions that the Corridor, particularly Troy City Center, will evolve into an area characterized by a mix of diverse yet compatible uses.

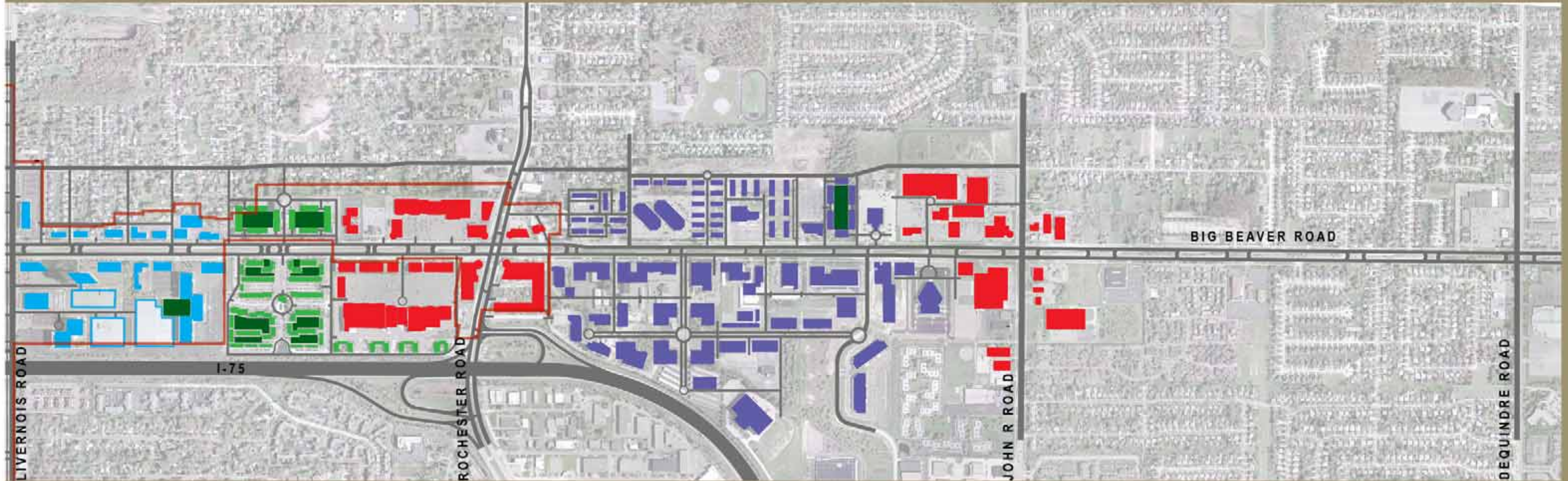
Mixed use development is planned in both a horizontal form (i.e., with a mixture of uses side-by-side) and a vertical form (i.e., residences above office and retail space). The intention is to create synergies or connections between uses. For example, when offices and residences are located above ground-floor retail, workers and residents provide a support population for the retail uses. At the same time, ground-floor retail is an amenity that makes the residential and office space more attractive.

RESIDENTIAL DEVELOPMENT

It is envisioned that the Corridor and adjoining areas will offer a variety of residential units at different price points. Neighborhoods of single family detached homes adjoin the Study Area and, within the Corridor itself, residential units may range from live/work spaces to townhomes to apartments and condominiums over retail.

A variety of residential units within the Corridor will afford many benefits. Over the course of their lifetime, City residents will have the opportunity to live in different types of neighborhoods that accommodate their changing needs and preferences. Different types of units in close proximity to one another create lively, vibrant neighborhoods. Provision of a mix of housing types, geared toward a range of income groups and lifestyles, broadens the demand for homes and expands market potential.

Higher density housing will be located closest to the boulevard, while attached and detached single family homes will be located farther from the Study Area's core, but generally still within walking distance of Big Beaver. In many cases, residential uses are planned at the edges of the Study Area, to provide a transition to existing residential areas from the more intensive uses planned along the Corridor. Townhouses are planned in locations where they may face existing residential neighborhoods, to help knit new development to established development.



LAND USES WITHIN EACH DISTRICT

Residential/Parkway Districts: Adams Gateway and Dequindre Gateway
These districts will be linear parks with single family residential development.

Transition Zones

- TROY GARDENS is an attached residential transition zone. Townhomes will transition to neighboring residential uses, while multiple family residential uses will transition to the adjacent Troy City Center. General office uses are also planned within this district, to the south of Big Beaver.
- TROY TOWERS will host general office uses.
- ROCHESTER CORNERS is planned as a retail node. High quality, community retail uses are appropriate in this zone. Many of these uses will serve nearby residential areas.
- JOHN R MARKETS will also be a community retail node.

Urban Mixed Use District: Troy City Center

The majority of Troy City Center is planned for a mix of uses: retail, office, and residential, as well as parks and plazas. Ground-level space in buildings fronting on Big Beaver will be occupied by shops, entertainment, restaurants, and similar uses that stimulate interest and activity. Upper-level floors will be occupied by offices and residences.

Based on market forces, some new buildings along Big Beaver may initially be occupied by exclusively residential uses. However, they should be designed with ground floor ceiling heights that are sufficiently high and infrastructure that is sufficiently sized to accommodate future retail service uses. Buildings should be designed so that they can evolve from accommodating transitional ground-floor residential and/or office uses to retail uses.

The Somerset Collection is designated for future regional retail use, consistent with its current use. General office uses are planned east of Somerset. Townhomes and multiple family residential uses at the district's northern and southern edges provide a transition to adjacent, lower intensity areas.

Civic Center: City Square

The Civic Center is dominated by public uses. A farmer's market will be established in the district, drawing a crowd on weekends and enlivening the district during the week. The farmer's market will be housed within a structure that is sleek, elegant, and contemporary, designed to mirror boulevard amenities. Like the pedestrian bridges, this structure may be a showpiece that is the outcome of an international design competition.

Hotel/Convention/Entertainment District: The Promenade

Hotels, convention centers, restaurants, retail uses, and entertainment uses such as a performing arts center or specialty theater are planned in the Big Beaver Corridor Promenade. Hotel guests may flock to the theater after attending business meetings during the day. Entertainment uses will also draw residents and workers from the Big Beaver Corridor and throughout southeast Michigan. Restaurants will form a "village" that functions as a lively gathering place for residents, workers, and visitors. Restaurants may be oriented around an ice skating rink that becomes a fountain or outdoor seating area in the summer. Office uses above retail and restaurant uses will increase the support population for the Promenade's restaurant, retail, and entertainment uses.

Signature Office District

The Signature Office district is primarily comprised of general office uses. Residential uses transition to adjoining neighborhoods.

Emerging Technology District: Smart Zone

The Smart Zone is designated for future emerging technology uses. Between Rochester and John R, Big Beaver affords sites for high-tech, research and development, and light industrial uses such as prototype development. Signature sites for the office, engineering, research, and product development functions of major corporations are envisioned in this district. Tenants may in some cases be located within technology parks characterized by attractive, unified site design elements.

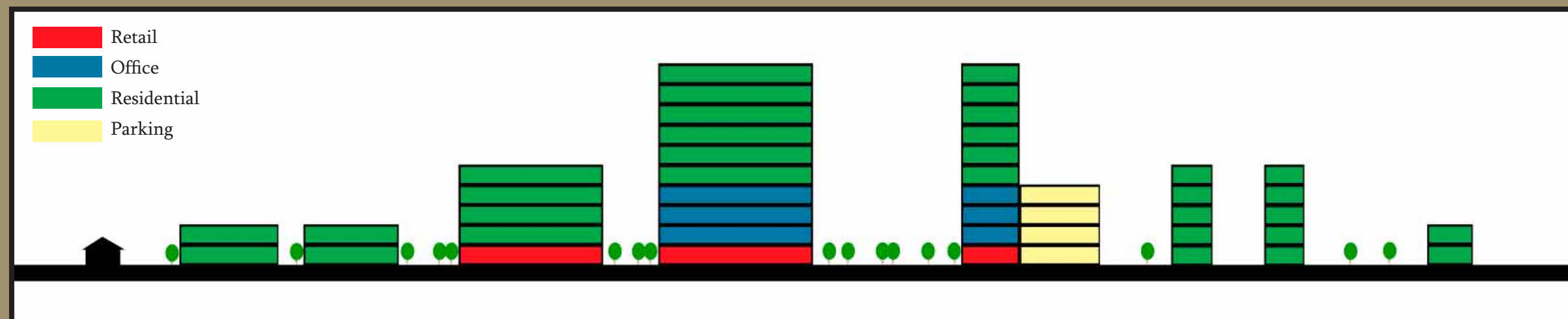
LEGEND:

- DDA Boundary
- A - Regional Retail
- B - Community / Local Retail
- C - General Office
- D - Office / Retail
- E - Multiple Family Residential (Townhomes)
- F - Multiple Family Residential
- G - Single Family Residential
- H - Mixed Use: Retail / Office / Residential
- I - Hotel / Convention
- J - Hotel
- K - Restaurant / Retail
- L - Civic Center / Performing Arts
- M - Public Park
- N - Emerging Technology



Building Height Plan

Building height will be modulated North and South, East and West, considering adjacencies



Building Height Section



- The Building Height Plan illustrates modulation in building heights in two respects: 1) building height is modulated along the length of the Corridor, from district to district from east to west, and 2) building height is modulated from north to south, with heights peaking along Big Beaver and stepping down to the north and south, as a transition to adjacent neighborhoods.
- Modulations in building height, planned along the length of the Corridor, result in “development pulsing.” Nodes of development intensity are interspersed with stretches of lower intensity development, creating interest and variation along the corridor.
- Building height peaks in the following districts: Troy City Center; Troy Towers; and the Promenade. Building heights in the Smart Zone are higher than those in adjacent districts. Lower building heights are planned at the western and eastern ends of the Corridor, transitioning to residential areas.
- At the heart of Troy City Center, building heights along Big Beaver are anticipated to be 10 to 12 stories, dropping to four to six stories in intermediate zones to the north and south, and finally decreasing to two to three stories at the district’s northern and southern edges.
- The maximum building height of 10 to 12 stories may be exceeded by planned unit developments and other projects of distinction, if it is determined that the evolution of the transportation and infrastructure system are sufficient and the taller structures are contextually appropriate.
- The ratio of building height to street width will be tailored to foster a sense of enclosure and pedestrian scale, where appropriate (e.g., in Troy City Center). “Buildings are the primary feature

of urban contexts that create a sense of definition and enclosure on a thoroughfare.”¹ Per the Institute of Transportation Engineers, “The threshold when pedestrians first perceive enclosure is a 1:4 ratio of building height to thoroughfare width.... In denser urban contexts, height-to-width ratios between 1:3 and 1:2 create an appropriate enclosure on a thoroughfare.”² Other sources concur: a ratio of between 1:2 and 1:2.5 “provides a good sense of enclosure in a street, [while] a street wall height that equals the street width [i.e., a 1:1 ratio] gives [an even stronger] sense of enclosure.”³

(Footnotes)

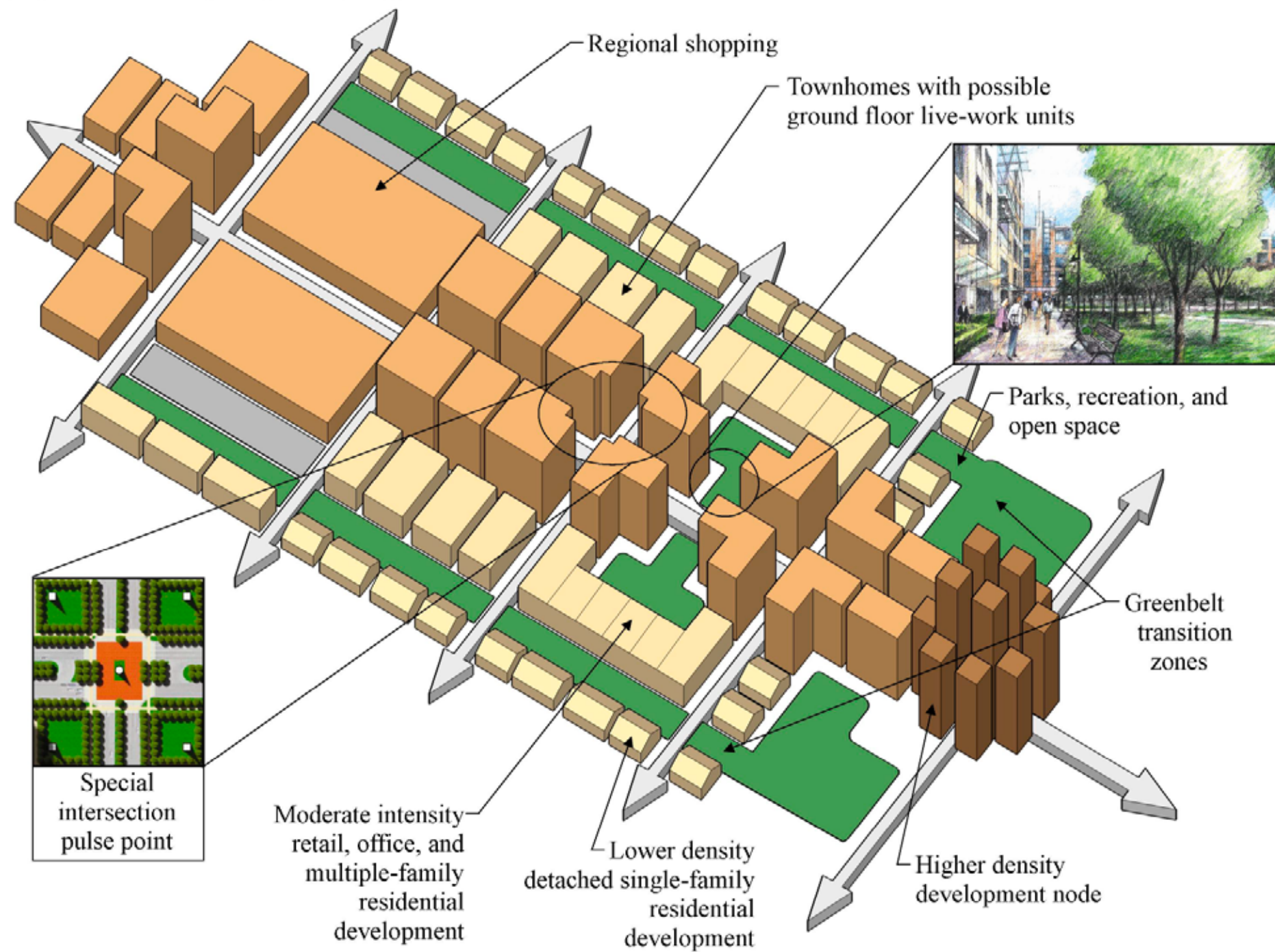
¹ An ITE Proposed Recommended Practice: Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities (Washington, D.C.: Institute of Transportation Engineers, 2006), page 43.

² *Ibid.*, page 43.

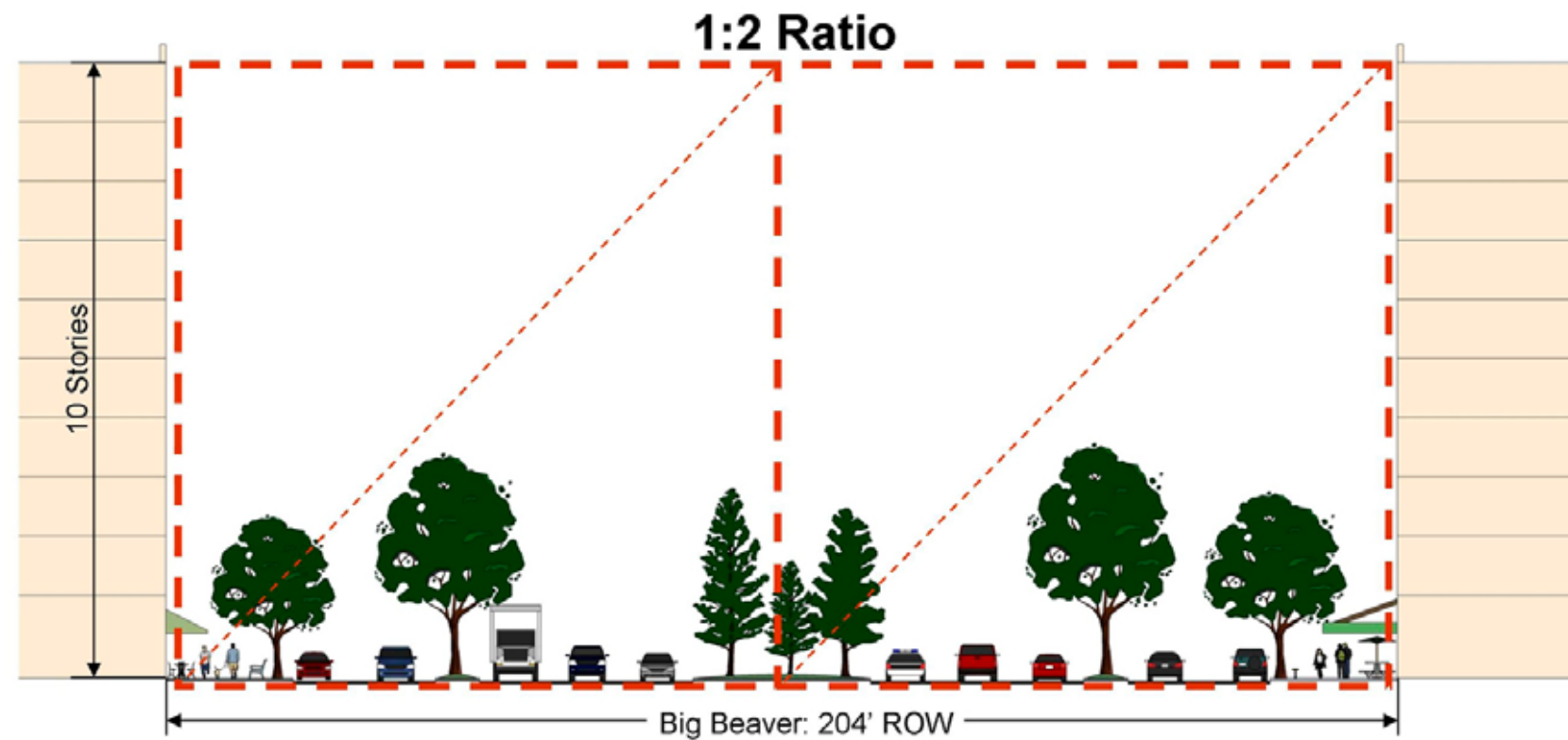
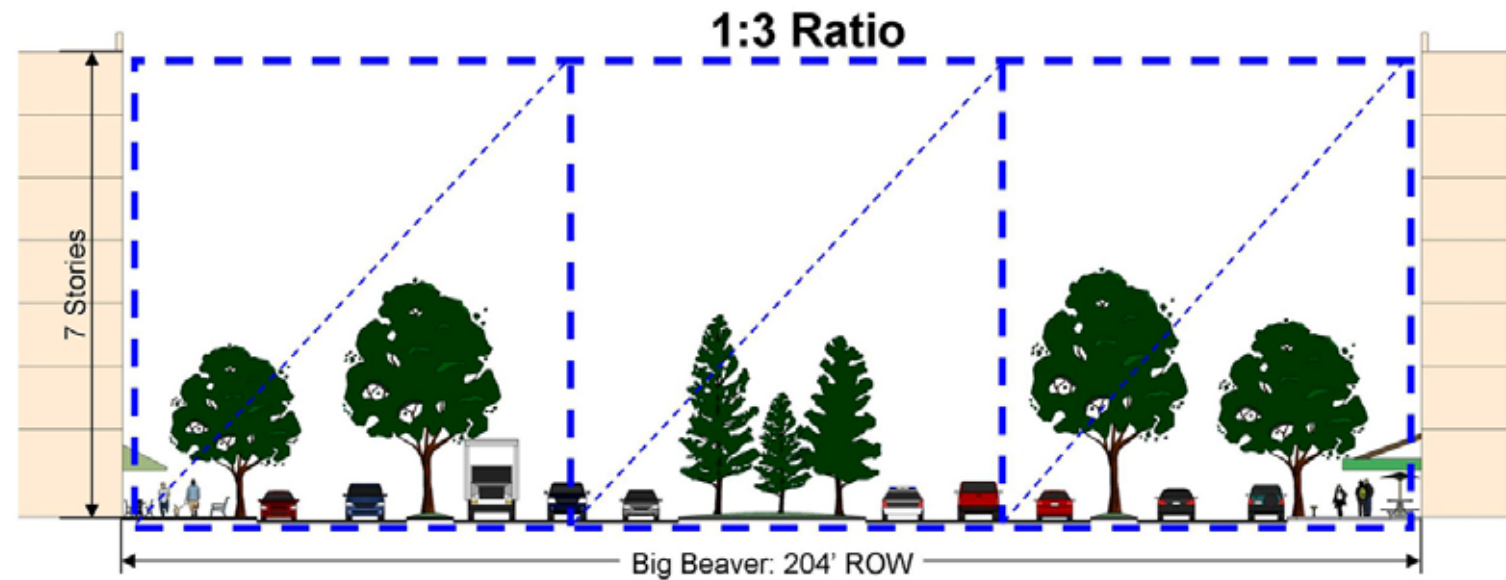
³ Matthew Carmona, Tim Heath, Taner Oc, and Steve Tiesdell, *Public Places, Urban Spaces: The Dimensions of Urban Design* (Oxford: Architectural Press, 2003), page 147.

LEGEND:

	DDA Boundary
	10 - 12 Stories
	8 - 10 Stories
	7 - 8 Stories
	6 - 7 Stories
	4 - 6 Stories
	2 - 3 Stories

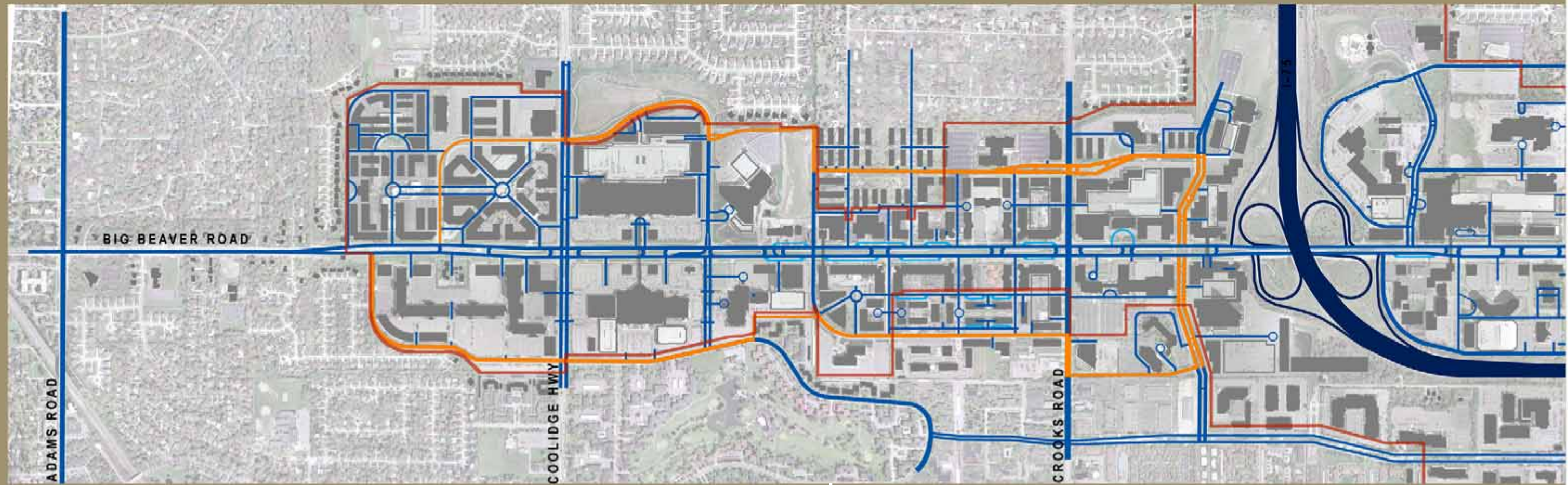


Development Pulsing



The minimum ratio of building height to thoroughfare width (distance between buildings) necessary for people to have a sense of place is 1:4. The preferred range for a denser, urban context is between 1:3 and 1:2. For the Big Beaver Corridor, the desired ratio is found with a building height ranging from 7 to 10 stories.

Defining Human Scale



Traffic Circulation Plan

Traffic will mean pedestrians, bicyclists, buses, automobiles, and other vehicles

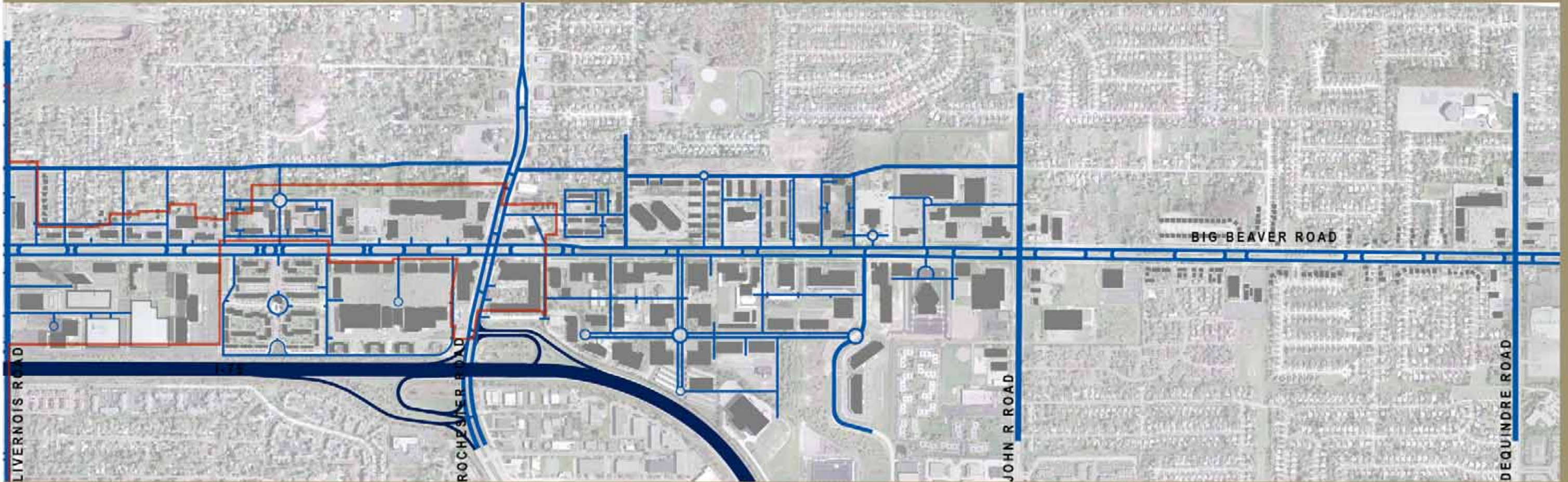
- **IMPROVE THE DDA DISTRICT'S COMPETITIVE ADVANTAGE BY OFFERING AND ENHANCING TRANSPORTATION CHOICES.** A greater range of transportation options and mix of uses along Big Beaver Corridor will enhance the DDA District's competitive advantage: "Suburban business districts that offer a choice of transportation options and more than a 9:00-to-5:00 range of activities—and thus promote travel at other than peak hours—will enjoy a competitive advantage. Leasing agents throughout the United States report that clients view access to mass transportation and rich cultural activities as the two pluses of intown property that are not found in outlying counties. Culture and transportation add value because they attract a young workforce, which employers seek."¹ Pedestrian, transit, and bicycle usage will increase significantly.
- **INCREASE CONTINUITY OF EAST-WEST COLLECTOR STREETS.** A key element of expanding the local street grid along the Corridor will be increasing the continuity of collectors paralleling Big Beaver Road. This increased continuity will provide alternative routes between uses within the Corridor, routes not involving the longer delays associated with entering the Big Beaver traffic flow and passing through major intersections. Such network improvements will especially benefit shuttle bus operations.
- **PROVIDE DENSITY TO SUPPORT TRANSIT USAGE.** Higher density development and an infusion of residential uses are planned along the Corridor, which will make transit more energy- and cost-efficient. As a guideline, "Minimum density to support an hourly local bus is four dwelling units per acre; seven units per acre to support a half-hourly local bus; and over 15 units per acre to support an express bus, [although] average densities will vary."² A number of other uses planned along the Corridor, such as conference centers and entertainment venues in the Promenade, will also attract crowds sizable enough to support the transit system.

Beaver area to an area east of Livernois. Ridership will increase with the further development of the world-class boulevard, and it will ideally be supplemented by a Big Beaver Corridor Continuous Bus Loop, which could take the form of a bus trolley or similar decorative vehicle to attract ridership. The Midtown Square Transit Station near Coolidge and Maple Roads will connect the Corridor to many other transit routes and could connect riders to AMTRAK, private transportation services, and a fixed rail commuter line.

Density will add more drivers, but it will also draw people out of their cars. "Density creates choice by providing the ridership needed to make bus... transit a viable and competitive transportation option."³ Increased reliance on options such as biking, walking, and transit will reduce vehicle trips.

- **PROVIDE SERVICE LANES TO ENHANCE CONVENIENCE PARKING AND PEDESTRIAN ACTIVITY.** To enhance pedestrian activity and foster an in-town shopping experience in Troy City Center, service lanes with parallel parking are envisioned in selected locations. Service lanes would accommodate one-way traffic and parallel parking, with 13-foot wide travel lanes and 8-foot wide parking spaces. On-street parking will supplement other parking options.
- **PROVIDE A GRID STREET PATTERN TO DISPERSE TRAFFIC ON MANY ROUTES, NOT JUST ONE.** The street network within Troy City Center will assume a more grid-like form, with cross streets and rear collector streets. This finer-grained street network will provide motorists and pedestrians with a variety of routes to choose from to reach their destinations. The shorter blocks of the grid system will increase walkability. Corners will provide locations for restaurants and retail stores that cater to pedestrian activity.
- **UNDERSTAND AND PROMOTE THE EVOLUTION OF BIG BEAVER ROAD.** There will be a balance between preserving traffic flow and providing continued ease of access to development along the Corridor. Techniques to achieve this balance include strengthening the supporting road system and increasing opportunities for parallel movement by adding and/or increasing reliance upon service lanes, cross streets,

The Suburban Mobility Authority for Regional Transportation (SMART) currently provides transit service to the Corridor from multiple regional destinations. Service currently begins prior to 6:00 a.m. and continues past 1:00 a.m. seven days a week. The Big Beaver Job Express currently connect riders from the Somerset Collection South transit area to any place of business along the Big Beaver Corridor from the Cunningham / Big



and streets paralleling Big Beaver; enabling motorists and pedestrians to travel between sites without going onto Big Beaver by connecting parking lots, promoting shared parking, limiting access points along the Corridor, and consolidating driveways; and promoting alternative modes of transportation.

The road system is planned to accommodate both through traffic and traffic whose destination is the Corridor. Within Troy City Center, speeds along Big Beaver may be lowered due to the district's urban character. However, motorists who currently use Big Beaver as a through route may seek alternate routes. Cunningham and Wilshire to the north and Golfview and Butterfield to the south will be part of a loop system that allows motorists to reach destinations to the east or west of Troy City Center without having to travel along Big Beaver.

- **IMPROVE THE CAPACITY OF BIG BEAVER ROAD BY CREATING A STREET AND DEVELOPMENT CHARACTER THAT WILL SUPPORT LOWER SPEED LIMITS AND GREATER USE OF ACCESS MANAGEMENT.** A reduction in travel speeds does not mean a reduction of roadway capacity. The American Association of State Highway and Transportation Officials (AASHTO) has documented that streets have a higher capacity at 30 mph than they do at higher speeds. Also, the implementation of a strict access management policy—with greater driveway spacing and use of the benefits of a boulevard cross-section—will lead to greater preservation of road capacity. Implementation efforts will include an access management plan and detailed service lane design plan that is coordinated with the City, Road Commission, and adjacent property owners.
- **PROVIDE NEW PARKING DECKS WITH MULTIPLE ACCESS POINTS.** New parking decks will be located and designed so that they can be accessed directly from north-south arterial streets and/or east-west collector streets, not just Big Beaver Road itself. This will allow traffic entering or exiting the area on north-south streets to enter or exit parking facilities without using Big Beaver or passing through major intersections.
- **PROVIDE BETTER PEDESTRIAN AND BICYCLE FACILITIES.** Wide, continuous sidewalks will be provided along both sides of Big Beaver Road. In addition, the following may be provided to encourage foot and bicycle traffic: pedestrian-friendly street name signing, wayfinding (guide) signing to major attractions, mini-parks with benches and other amenities, and bicycle racks in parking decks, at office buildings, and near retail and restaurant uses. Bicycle routes should be planned along the ring-road system and on local streets, not along

Big Beaver. Bicycle racks should not be placed directly along the Big Beaver frontage because doing so would encourage bicycle – pedestrian conflicts.

- **INTRODUCE RIDE-SHARING INCENTIVES.** Car- and van-pooling by Corridor employees may be encouraged by organizing trip matching services, and by issuing special parking permits to registered pools for spaces more convenient to major destinations.
- **INTRODUCE TRANSIT INCENTIVES.** Transit incentives may take a number of forms. One possibility would be to charge for employee parking, with employees then issued a transportation stipend they are free to use to pay for the parking, apply to the cost of riding transit, or simply pocket if they travel by other means (e.g., carpool or bicycle). Another possibility would be to offer discounts to shoppers showing evidence of arrival by transit.
- **ENCOURAGE STAGGERED WORK HOURS.** To alleviate peak-hour traffic, larger employers may consider either staggered work hours (by department) or flextime, while smaller employers can focus on the benefits of flextime (requiring core-hour attendance but some flexibility on arrival and departure times).
- **IMPROVE CROOKS AND FOURTEEN MILE ROAD CORRIDORS.** Both of these arterials have regional continuity and provide alternative I-75 access points. Improving their physical condition, capacity, efficiency, and attractiveness of use would better facilitate regional travel into and away from the Big Beaver Corridor. Higher priority should be given along these routes to pavement condition, access management, traffic signal coordination, and possible freeway interchange improvements.

(Footnotes)

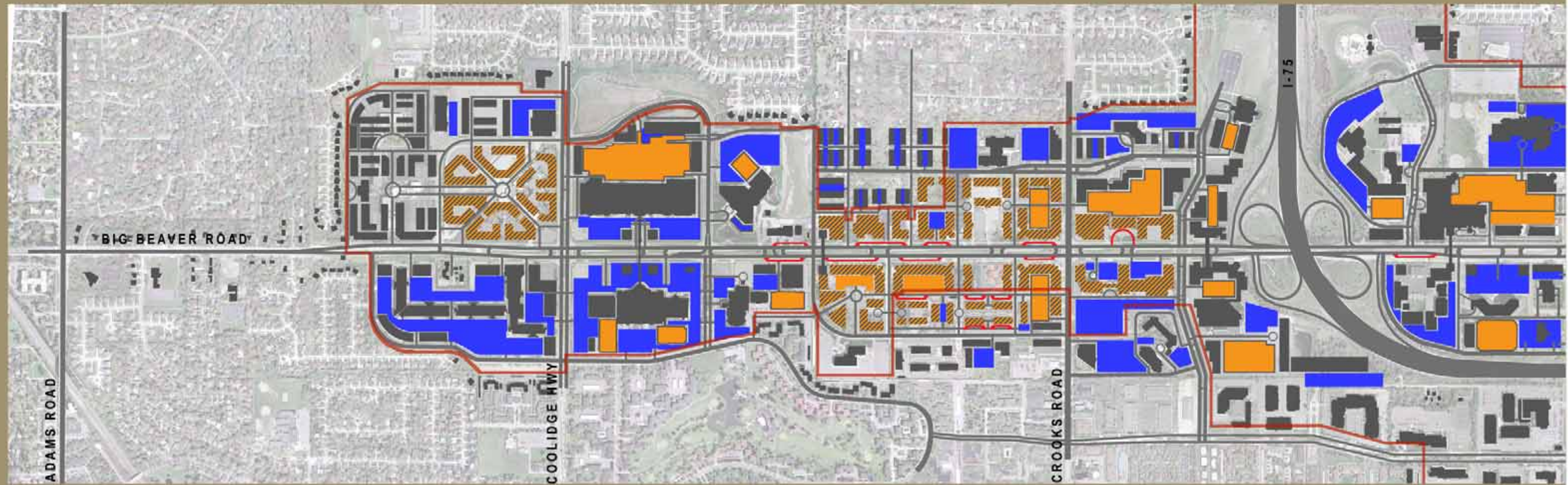
¹ Geoffrey Booth, Bruce Leonard, and Michael Pawlukiewicz, *Ten Principles for Reinventing America's Suburban Business Districts* (Washington, D.C.: The Urban Land Institute, 2002), page 18.

² *Ibid.*, page 18.

³ Adhir Kackar and Ilana Preuss, *Creating Great Neighborhoods: Density in Your Community* (Washington, D.C.: U.S. Environmental Protection Agency, 2003), page 5.

LEGEND:

—	ODA Boundary
—	Interstate (I-75)
—	Big Beaver Road
—	Secondary / Collector Streets
—	Arterial / Minor Roads
—	Ring Road
—	Parking / Service Lanes



Corridor Parking

Parking will be contained, convenient, accessible and unobtrusive

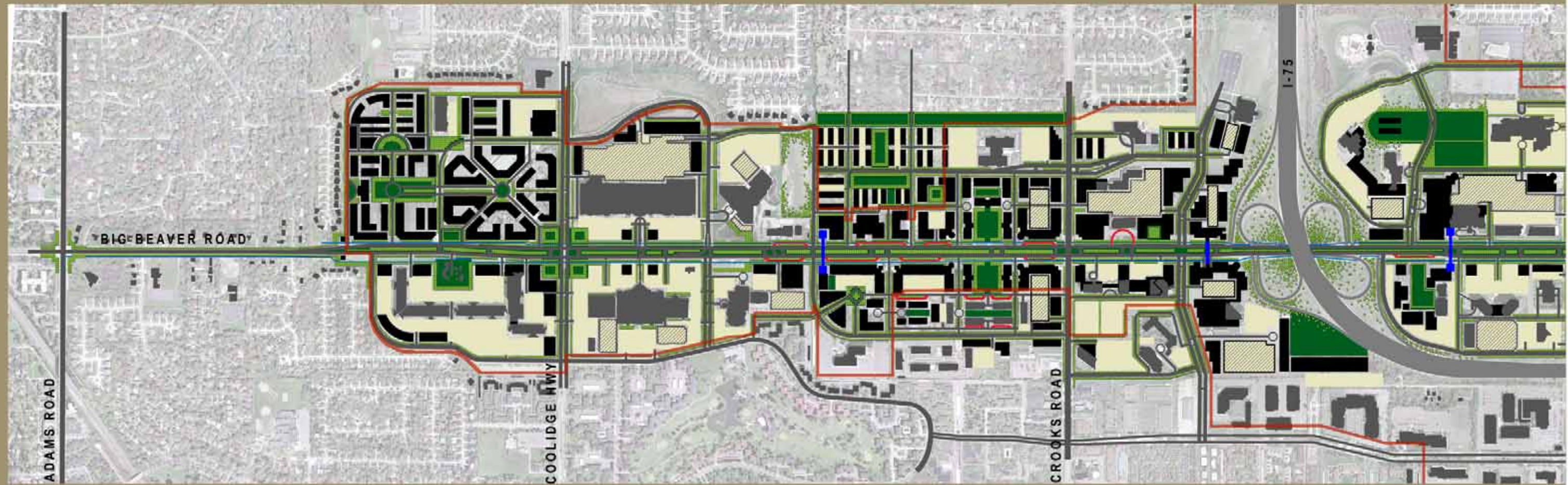




LEGEND:

—	DDA Boundary
	Surface Parking
	Deck Parking
	Service Lane w/ Parallel Parking
	Building
	Building with Integral Parking

- The Parking Plan envisions that ample parking will be provided along the Corridor, but parking will be unobtrusive, taking a backseat to buildings and green space.
- More structured parking will be provided, both in the form of stand-alone parking decks and new buildings with internal deck parking above or below grade.
- The pedestrian level of parking decks will be animated, where possible. Active uses such as retail and restaurants can be provided at street level, with parking above. Parking structures can also be “wrapped” by buildings.
- Shared parking will be promoted as a means of reducing the size of parking lots and decks. Opportunities to combine parking based on uses with different peak parking demands will be exploited. For example, a cinema could potentially share parking with an adjoining office complex, due to differences in their peak operating hours.
- In many locations along the boulevard, buildings will be pushed to the street and parking will be to the side or rear, creating a hard-edged urban streetscape. Elsewhere, in places where a more suburban character is anticipated, limited front yard parking is accommodated.
- The placement of large public parking decks near the ring road network will encourage more destination traffic to use streets other than Big Beaver. It will also open the Big Beaver frontage to uses and activities that foster pedestrian activities, rather than cater to the automobile.
- In Troy City Center, service lanes with on-street parking will be provided. On-street parking conveniently accommodates customers making quick trips.
- In Troy City Center as well as other development nodes, it is envisioned that the density of development and mix of uses will create an environment in which it is convenient for motorists to park once and walk to all of their destinations.
- Shared parking arrangements, transit usage, and pedestrian travel will be factored into future calculations of required parking spaces, thereby reducing the land area devoted to parking.



Conceptual Plan

The Corridor will be a sustainable, flexible people place





The Conceptual Plan sets forth a vision of Big Beaver Corridor as a “people place” with an unparalleled quality of life.

The Big Beaver Corridor has been described as “the place to be.” The Conceptual Plan visualizes a Corridor that will not only remain the place to be, but will become even more of a destination than it is today. “Future great streets [are] streets where people will want to be.”¹

While Troy is already “the Golden Corridor,” there are immense opportunities up and down this important boulevard. It is anticipated that future employers, “faced with a tight labor market, will compete for the best employees by touting the quality of life that distinguishes the areas in and around their place of employment.”² The Conceptual Plan provides guidance for the City and DDA in enhancing the Corridor’s appeal and exploiting untapped opportunities. Specifically, the Plan envisions the following:

- Infill development is planned in numerous underdeveloped areas along the Corridor, such as underutilized surface parking lots. Conceptual footprints of proposed buildings illustrate where infill development may occur.
- Along the boulevard, density and building heights vary to provide a range of opportunities, different experiences, and appropriate scale.
- Provision of additional structured parking and replacement of some surface lots with deck parking will also increase the Corridor’s development potential. Further, this will emphasize that the place—the Big Beaver Corridor—is the destination, rather than a parking lot.
- Selected areas of the Corridor will evolve into vibrant, mixed use nodes of development (pulses of activity).
- New residential uses such as townhomes and apartments and condominiums over retail space will enliven the Corridor. An infusion of residential uses will transform Big Beaver into a place to live, and it will serve as a tremendous catalyst for new retail and office development.

- The Corridor will be greened, and landscaping will be used to distinguish each of Big Beaver’s various neighborhoods and the transitions between them. Landscaping may be planted more intensely in some areas and less intensely in others, expanding and contracting along the boulevard.
- In more densely developed areas, the road system will be refined with the addition of new cross streets and parallel streets, and increased emphasis will be placed on existing parallel streets and ring roads. The road system is planned to accommodate both through traffic and traffic whose destination is the Corridor.
- Vehicular travel will become one of a range of transportation options along Big Beaver. Foot traffic and travel by bicycle and bus will become commonplace.
- Increased emphasis will be placed on pedestrian circulation along the full length of the Corridor, and the planned urban core—characterized by compact, mixed use development—will become a pedestrian magnet. This will have a transformative effect: “Imagine walking down a... sidewalk lined with surface parking lots. Now imagine a sidewalk lined with a variety of shops, each with window displays. There might be a coffee shop with two or three outdoor tables, a bench for bus riders to wait.”³

Implementation of the Plan will make Big Beaver even more of a destination of choice than it is today. “There is magic to great streets. We are attracted to the best of them not because we have to go there but because we want to be there.”⁴

(Footnotes)

¹ Allan B. Jacobs, *Great Streets* (Boston: Massachusetts Institute of Technology, 1996), page 3.
² Geoffrey Booth, Bruce Leonard, and Michael Pawlukiewicz, *Ten Principles for Reinventing America’s Suburban Business Districts* (Washington, D.C.: The Urban Land Institute, 2002), page 25.
³ Adrienne Schmitz and Jason Scully, *Creating Walkable Places: Compact Mixed-Use Solutions* (Washington, D.C.: The Urban Land Institute, 2006), page 26.
⁴ Allan B. Jacobs, *Great Streets* (Boston: Massachusetts Institute of Technology, 1996), page 11.

LEGEND:

DDA Boundary

Roadway

Interstate (I-75)

Proposed Building

Existing Building

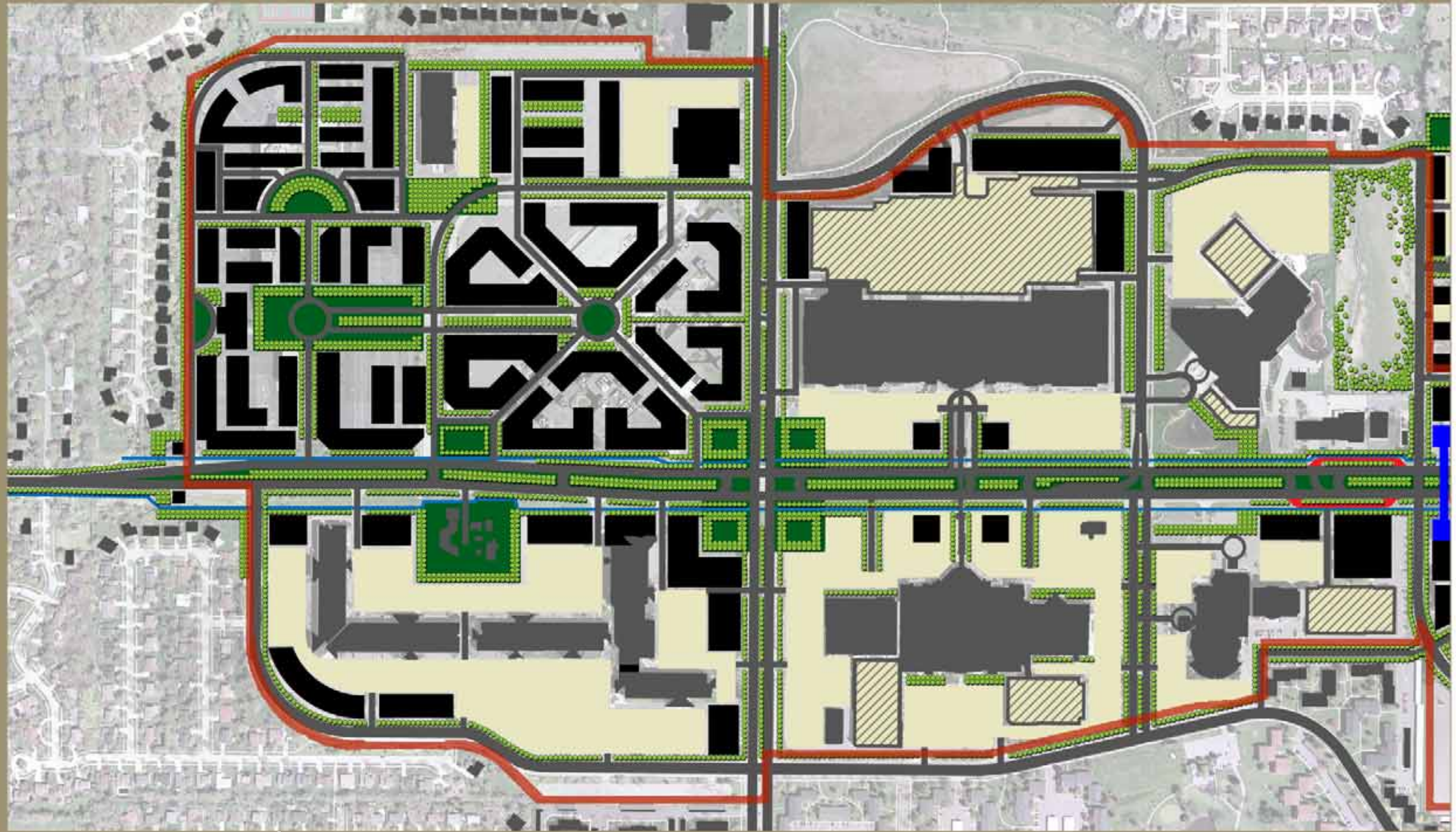
Proposed Pedestrian Bridge

Surface Parking

Deck Parking

Greenspace

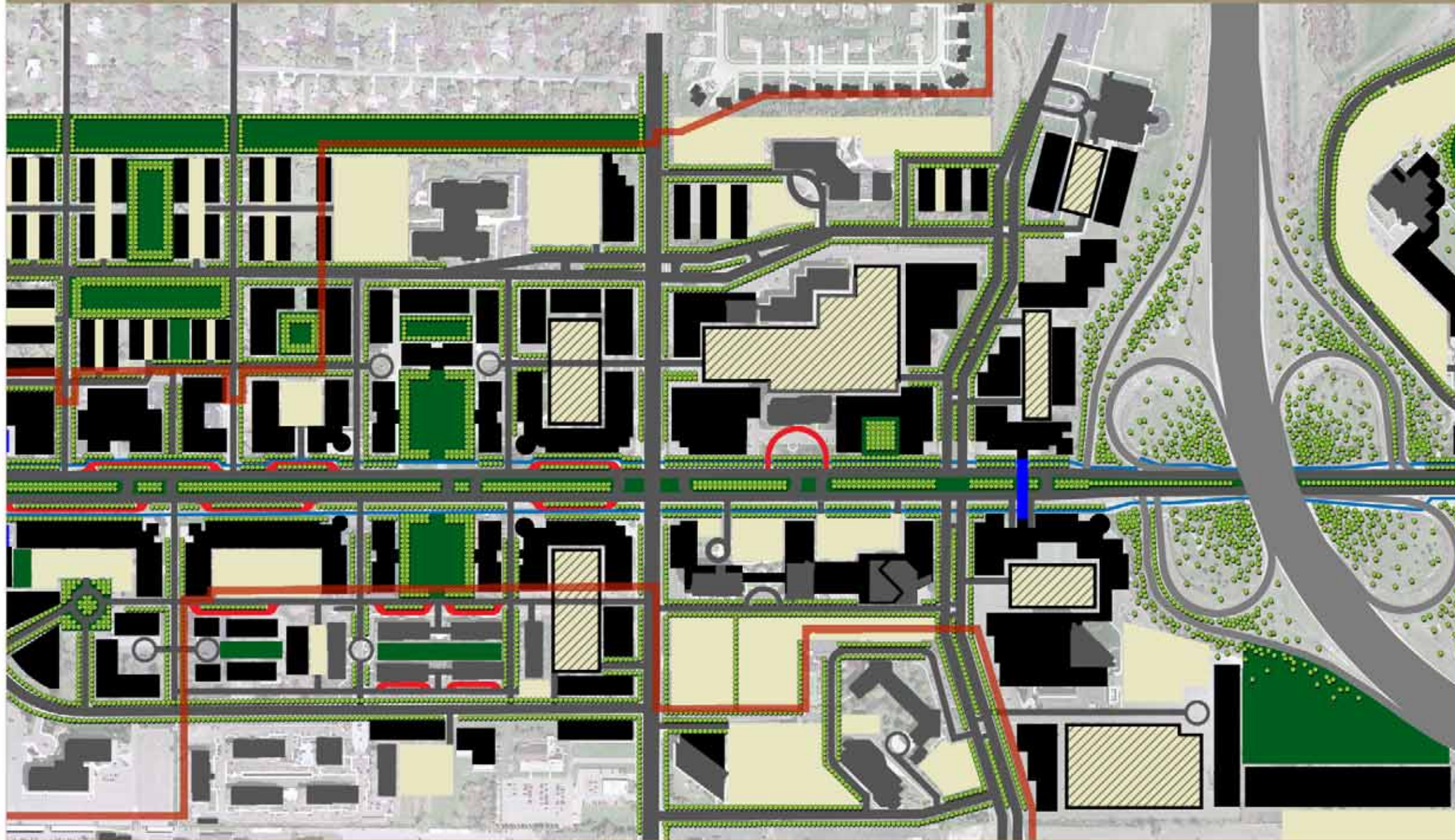
Trees



Troy City Center

The heart of the City

- Troy City Center is planned as a high density urban core, a node of intense activity that will become the heart of the City. The district will be the ultimate “people place.” Its popularity and energy will enable it to attract yet more people: “What attracts people is other people, and the life and activity they bring.”¹
- The district will evolve into a complete live-work-shop environment, redeveloping at a higher density and with a greater mix of uses. Ground-floor retail and restaurant uses, with outdoor dining, window displays, and entertainment, will create a lively streetscape and generate pedestrian buzz. Offices and residences above retail uses and nearby, in adjacent buildings and neighborhoods, will keep the district active throughout the workday and during evenings and weekends.
- Food vendors, pushcarts, and street performers may add to the dense street life envisioned in Troy City Center. The sidewalk will be a place of commerce and an active public realm where informal social interaction occurs. “The sidewalks [will be] crowded with kiosks, benches, bus shelters, ...tables and chairs at cafés, light poles, trees, [and] many, many people.”²
- Buildings will enclose and frame the street, creating an appealing environment for pedestrians. “Building façades should be designed so that buildings reach out to the street and offer an ‘active’ frontage onto public space, adding interest and vitality to the public realm. ...The more doors and windows onto public space, the better.”³ Buildings will have refined details and depth and relief in façade surface, fostering a pedestrian scale.
- Destinations will be close enough to one other that people can park once and walk. Parking is primarily envisioned to be behind buildings or in decks, creating an urban character. Pedestrians will stroll past storefronts, rather than surface parking lots. The district’s mix of uses will enable shared parking arrangements that reduce the amount of required parking.



LEGEND:

—	DDA Boundary
—	Roadway
—	Interstate (I-75)
—	Proposed Building
—	Existing Building
—	Proposed Pedestrian Bridge
—	Surface Parking
—	Deck Parking
—	Greenspace
—	Trees

- Planting strips, street trees, street furniture, and service lanes and on-street parking will create a pedestrian-friendly environment, buffering pedestrians from moving vehicles along Big Beaver.
- Service lanes will be provided in locations where buildings have a zero setback and a mix of uses. Service lanes permit on-street parking, buffer pedestrians from the adjacent roadway, and help preserve roadway capacity.
- The entire district will be greened, and several new outdoor spaces will be created. In particular, to the west of Crooks, it is envisioned that two public squares will flank the north and south sides of Big Beaver, creating a City Center Park. The squares will be framed by buildings, with street level shops and restaurants. City Center Park will have programmed activities and events, but will also afford opportunities for relaxation and spontaneity. Ample seating, sunny and shady spaces, gardens, art, and water features will make the plaza a gathering place for the district and the entire City.
- The street network within Troy City Center will assume a more grid-like form. This finer-grained street network will disperse traffic, providing motorists and pedestrians with a variety of routes to choose from to reach their destinations. It will also accommodate higher density development planned within the district. Refinement of the street system will foster a more manageable pedestrian scale, shortening distances between destinations.

- Cunningham and Wilshire to the north and Golfview and Butterfield to the south will be part of a loop system that allows motorists to reach destinations to the east or west of the district without having to travel on Big Beaver. In addition to serving as circulation routes, the ring roads will provide access to parking located to the rear of buildings.
- Pedestrian bridges will link key points on each side of Big Beaver. Restaurants may be developed on each side of the Somerset footbridge: pedestrians could walk right off the bridge into a restaurant.

(Footnotes)

¹ Matthew Carmona, Tim Heath, Taner Oc, and Steve Tiesdell, *Public Places, Urban Spaces: The Dimensions of Urban Design* (Oxford: Architectural Press, 2003), page 166.

² Allan B. Jacobs, *Great Streets* (Boston: Massachusetts Institute of Technology, 1996), pages 56-57.

³ Matthew Carmona, Tim Heath, Taner Oc, and Steve Tiesdell, *Public Places, Urban Spaces: The Dimensions of Urban Design* (Oxford: Architectural Press, 2003), pages 173-174.

Key Concepts of the Big Beaver Boulevard

1. GATEWAYS, DISTRICTS AND TRANSITIONS

- organize and contain the Boulevard as a distinct place

- Sensitivity and buffering to existing residential at edges
- Linear parks and landscape buffers as transition
- Variations in building height (massing) from the boulevard to the north and south edges of the Corridor
- Variations in urban form along the Corridor, from district to district

2. TREES AND LANDSCAPE AS “CEILINGS AND WALLS”

- plantings symbolize and encapsulate the Boulevard experience

- Boulevard landscaping
- Forested portals
- Linear parks
- Pocket parks
- Large public squares

3. WALKING BECOMES ENTERTAINMENT

- Much to observe and engage in

- Sidewalk as gathering place and public space
- Pulses of activity along the boulevard
- Storefronts and streetscape that engage and attract pedestrians
- Iconic pedestrian bridges

4. MIXING THE USES TURNS ON THE LIGHTS

- the energetic dynamic of Mixed Uses with a focus on residential

- Infusion of residential units to create lively, vibrant new neighborhoods
- Diverse housing stock with a variety of price points
- Linkages to restaurants, retail, parks, and places of employment

5. THE AUTOMOBILE AND PARKING ARE NO LONGER #1

- important components but do not dominate the experience

- Variety of transportation choices including transit, bicycle, pedestrian, and motor vehicle
- Ride sharing and transit incentive programs
- Access management and transportation demand management to improve capacity without widening Big Beaver
- Grid street pattern in urban core to disperse traffic
- Public parking decks, placed along parallel collector and local streets to relieve Big Beaver traffic
- Service lanes with parallel parking in urban core

6. CIVIC ART AS THE WISE SAGE OF THE BOULEVARD

- telling stories, creating memories, making us smile and informing us along the way

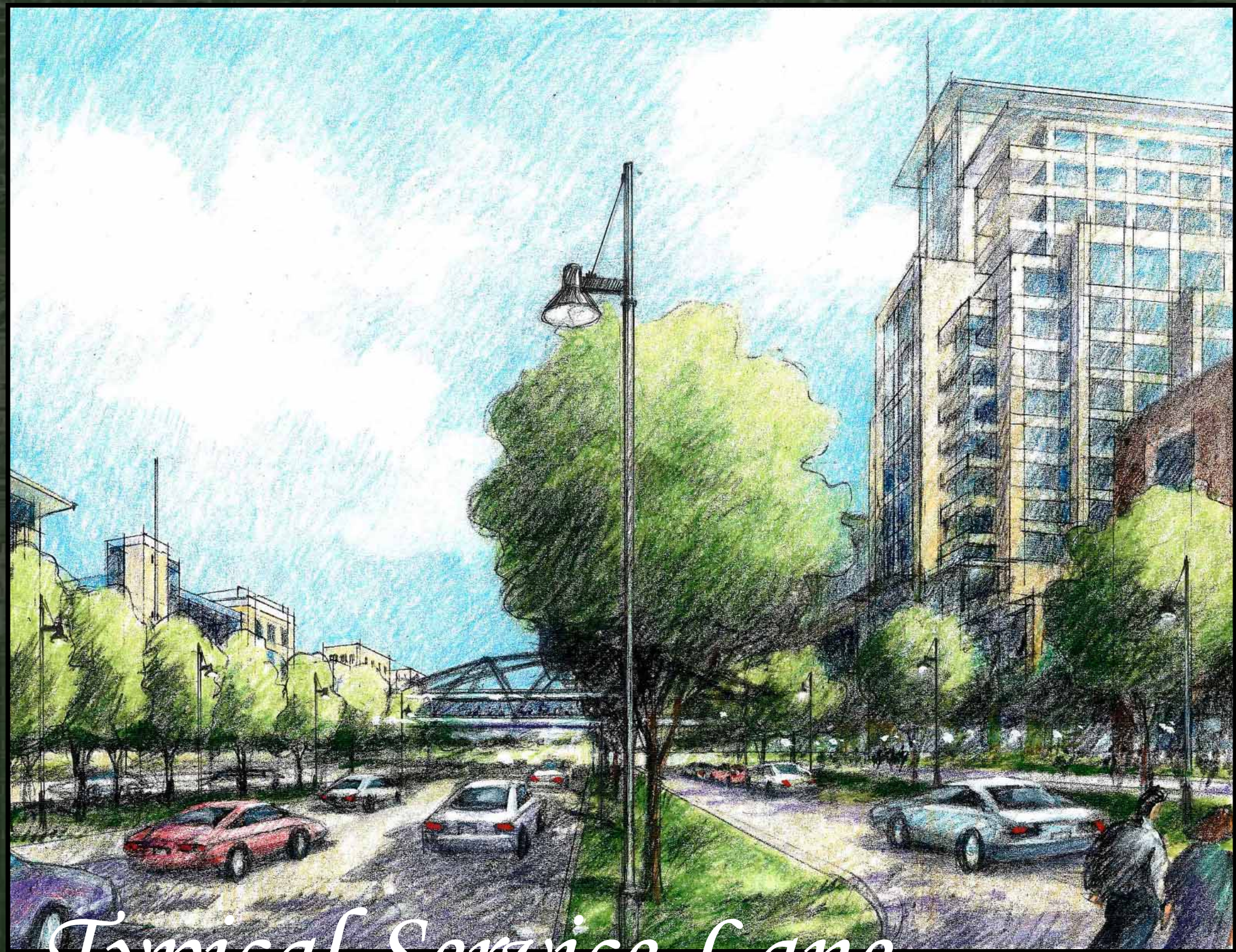
- Civic art at Corridor gateways
- Public art at pulse points and in public squares
- Sleek and elegant street furniture
- Iconic footbridges
- Bold design of farmers' market structure



Big Beaver Boulevard from Somerset



I-75 Gateway



Typical Service Lane



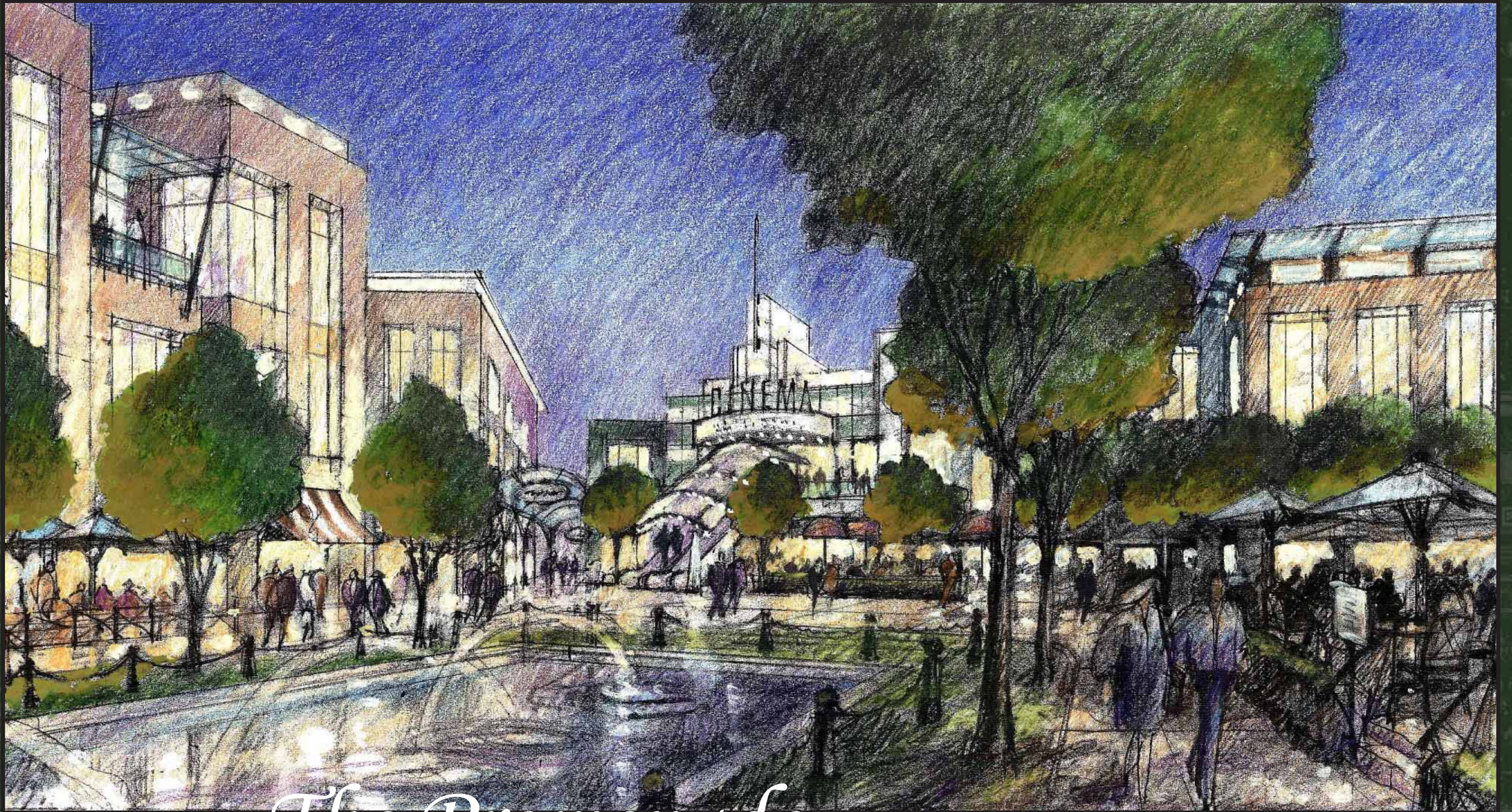
Typical Streetscape



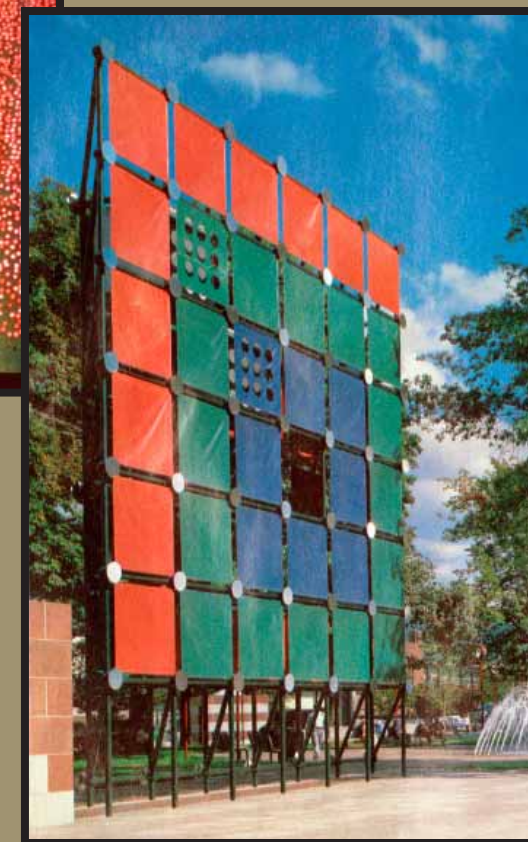
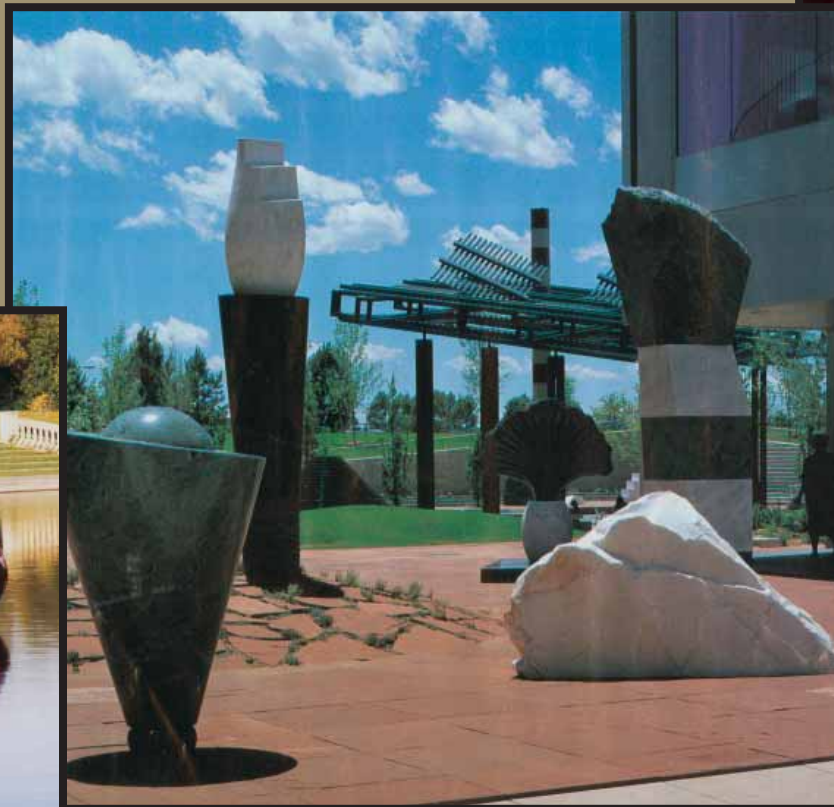
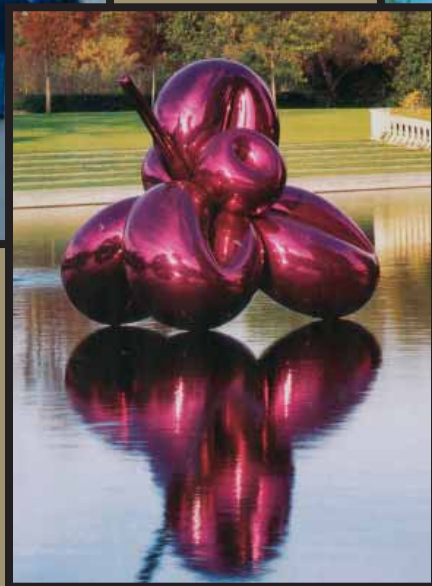
Urban Park



Farmer's Market



The Promenade



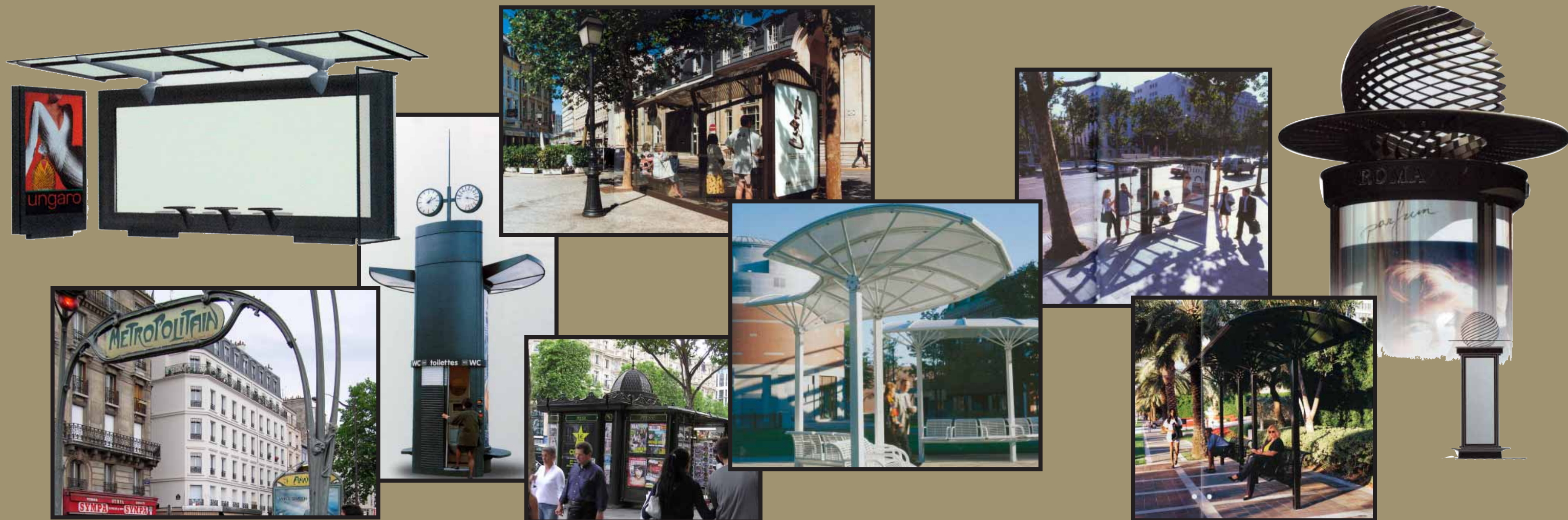
Civic Art and Landmarks



- The Big Beaver Corridor will have an outstanding collection of public art. The Corridor will become a living, outdoor museum, without admission fees, hours, or velvet ropes.
- Public art will be displayed at gateways, in squares and parks, and at pulse points or nodes of high activity.
- Public art will help transform the Corridor into a vibrant, interactive people place, where walking is entertainment and there is much to observe and engage in. Public art will help create beloved, high quality public spaces. Public art will serve a placemaking function, telling a story, celebrating the City and the Corridor, and reflecting the area's history, culture, and identity.
- Public art may include sculptures, statues, mosaics, murals, fountains, and the like.
- Street furniture will be civic art. Amenities such as bus shelters, benches, light fixtures, and even trash receptacles will be both utilitarian and beautiful.
- The farmers' market structure and pedestrian bridges will be public art, with designs generated through competitions attracting internationally renowned architects and engineers.
- Both private donations and public monies will fund public art commissions, bringing local, national, and international artistic talent to the Corridor.
- While most of the boulevard's public art will be permanent, other public art will be temporarily exhibited, encouraging works that are experimental and innovative.



Amenity and Signage Benchmarks



- Amenities such as lighting, landscaping, signage, public art, kiosks, waste receptacles, drinking fountains, bus shelters, bicycle racks, and benches will be provided to encourage pedestrian activity.
 - Amenities throughout Big Beaver Corridor will be compatible. They will be coordinated to establish a unified identity for the Corridor and/or selected districts.
 - Amenities will be elegant and contemporary in style, reinforcing the boulevard's image as a destination of choice and a place where innovation is prized. They will also be reflective of the design of buildings and pedestrian bridges.
 - Street furniture will be low-maintenance and vandal-resistant.
 - Seating will be placed near other amenities, and amenities will be clustered for greater impact. Priority locations for placement of street furniture include major building entries, transit stops, restaurants, and retail and mixed-use blocks.¹
 - Site-specific observation will be a major factor in determining where amenities are placed. For example, benches will be placed where they will be used, rather than always being placed at regular intervals.
 - To prevent them from becoming obstacles to pedestrian travel, amenities such as street trees and planting strips, poles, bicycle racks, and other street furniture will be consolidated in the furnishings zone of the sidewalk. This zone functions as a buffer between the sidewalk and vehicular travel lanes.
 - Like other street furniture, bus shelters will have a sleek, modern design. They will also be comfortable, convenient, accessible, safe, and well lit.
 - Wayfinding, directory, and identification signs will be provided in appropriate locations, providing information and directions. They will contribute to the establishment of a pedestrian environment and a sense of place and identity along the boulevard.

(Footnotes)

¹ An ITE Proposed Recommended Practice: Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities (Washington, D.C.: Institute of Transportation Engineers, 2006), page 109.



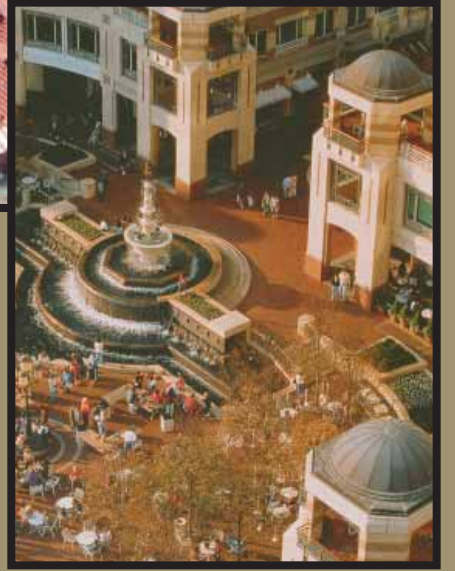
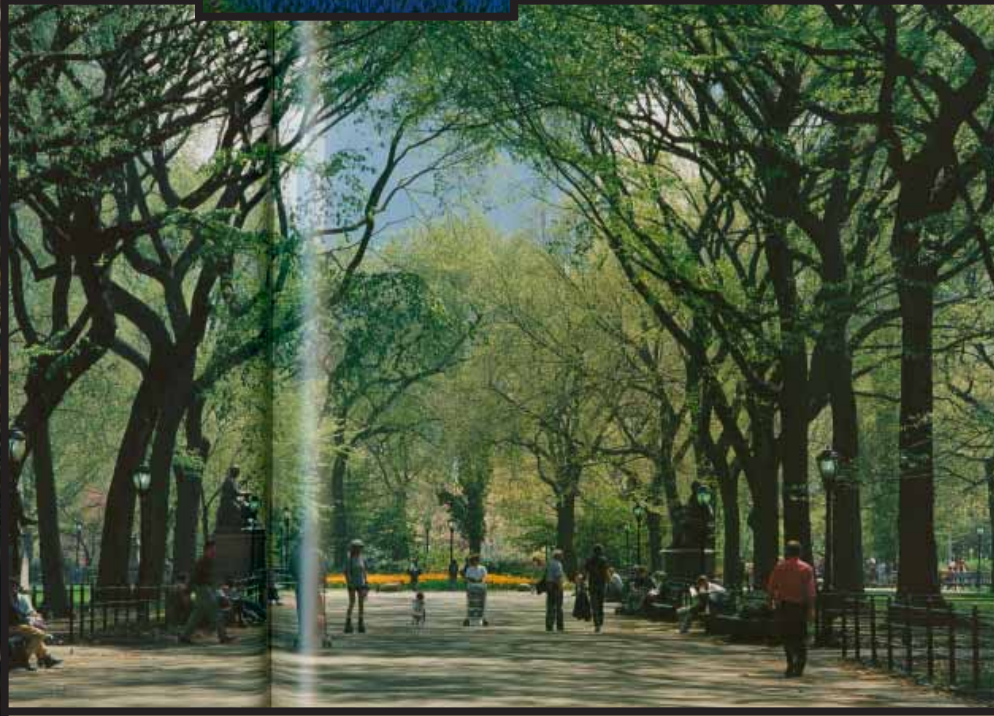
Lighting Benchmarks



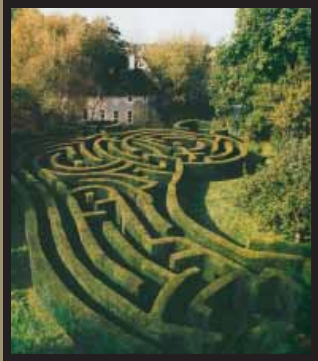
- Lighting design will be part of an overall streetscape design that includes other amenities such as bus stops, trash receptacles, and benches. Amenities will be coordinated, establishing a unifying identity for a world-class boulevard.
- Streetlights will be used to define Corridor edges. “Because of their regularity and location, streetlights form lines, usually of receding poles marked with a fixture on top, that the eyes grasp and follow. They emphasize the linearity of the street.”¹
- Like other street furniture, light fixtures along the boulevard will have a contemporary, elegant, sleek design.
- Sidewalks will be lit with pedestrian-scaled lights of an identical or similar design to streetlights. Pedestrian lighting will be used to define pedestrian pathways, illuminate pedestrian gathering places, and increase pedestrians’ sense of security.
- Lighting will draw attention to focal points such as pedestrian bridges, public art, and landmark buildings.
- Light fixtures, particularly parking lot lightpoles, will be directed and shielded to minimize light pollution, spillover, and glare.

(Footnotes)

¹ Allan B. Jacobs, *Great Streets* (Boston: Massachusetts Institute of Technology, 1996), page 299.



Landscape/Hardscape Benchmarks



- Landscaping will be well designed and will “contribute to the totality of the urban environment. Landscape design strategies [will] be developed before or in parallel with the building design process and [will] play an integral part in an overarching urban design framework.”¹
- Landscaping will add quality, visual interest, and color to the Corridor environment.
- While a continuity of landscaping along the boulevard will unite the various Corridor districts, landscaping will create a distinctive character for each district. Plantings will be more formally arranged—planted in straight lines or formal geometric patterns—in Troy City Center, the Promenade, and other areas with an urban character. Arrangement of plantings will be more informal, with plantings in picturesque groups, in the Residential Parkway districts and other areas that have a more suburban character. Ground cover, grasses, flowers, and shrubs will supplement tree plantings.
- Street trees will be spaced between 15- and 30-feet on center, depending upon the species. A continuous canopy of trees will line Big Beaver Road: “The tree trunks are like columns, and to walk among them is to be in a tall, lace-ceilinged arcade.”² Trees will shade the boulevard and sidewalks.
- The width of the planting strip between the roadway and sidewalk will be at least five feet and preferably eight feet. Within the planting strip, street trees will create a buffer between the traveled way and sidewalk: “Trees added at the curb line, if close enough to each other, create a pedestrian zone that feels safe.”³ Trees will foster a sense of enclosure or spatial containment for pedestrians.
- Street trees will mark the route, emphasizing the linearity of the boulevard and sidewalks and defining their edges.
- Street trees will primarily be deciduous: “overwhelmingly one finds deciduous trees on great streets.”⁴
- In Troy City Center, where service lanes with parallel parking will be provided, trees will be planted in curb extensions between parking bays. “Put a line of trees one lane *into* a street... to make a parking lane, for example, and that lane becomes a part of the pedestrian lane while still functioning as a place to park cars.”⁵

- Tree branches will be pruned so that they do not interfere with sight distance or pedestrian and vehicular traffic. “The minimum vertical clearance should be eight feet above the pedestrian travel way... and at least 13 feet from the top of curb in the traveled way.”⁶
- Landscaping will be robust and well maintained for decades to come.
- In areas with high pedestrian traffic volumes, raised planters will double as seating.
- Textured, colored paving at intersections and in pedestrian crosswalks will delineate a pedestrian zone. Gateway treatment may also include unique pavers.
- Decorative floorscape will introduce a human scale to public plazas. Non-linear paving patterns may be installed in areas where pedestrians are encouraged to linger, versus linear paving patterns in areas with a sense of motion or movement. Paving patterns such as a circle, rectangle, or oval may be used to organize the center of public plazas, similar to great European squares.

(Footnotes)

¹ Matthew Carmona, Tim Heath, Taner Oc, and Steve Tiesdell, *Public Places – Urban Spaces: The Dimensions of Urban Design* (Oxford: Elsevier Architectural Press, 2003), page 159.

² Allan B. Jacobs, *Great Streets* (Boston: Massachusetts Institute of Technology, 1996), page 48.

³ *Ibid.*, page 273.

⁴ *Ibid.*, page 294.

⁵ *Ibid.*, page 293.

⁶ An ITE Proposed Recommended Practice: Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities (Washington, D.C.: Institute of Transportation Engineers, 2006), page 110.

Immediate Action Items

- Embrace the Plan as the DDA’s mission, and spearhead Plan implementation. As articulated by Planning Director Mark Miller, “The DDA will... garner the momentum to achieve the vision. The study is a tool to help jumpstart that vision.”
- Shepherd the Plan before the City Council, Planning Commission, Chamber of Commerce, Road Commission for Oakland County, DDA District stakeholders, homeowner/condominium associations, other groups/organizations, and the public.
- Engage in dialogue regarding how best to implement the Plan and transform the Corridor into a world-class boulevard.
- Market the vision of the Conceptual Plan through brochures, posters, press releases, and other means.
- Seek out early, tangible successes, as they will be a critical catalyst for generating excitement about the Plan and stimulating further redevelopment. In a selected location along the boulevard, execute a complete transformation in alignment with the Plan’s vision. Big

Beaver Road in the vicinity of the Monarch project might be an ideal location to select. In this segment, install service lanes with on-street parking; enhance landscaping and add large canopy trees in the median and at the roadway edges; install bold, contemporary new streetlights and pedestrian-scaled lampposts; and construct wide sidewalks that include a furnishings zone with sleek, elegant, modern amenities. This area would be a vibrant realization of the Corridor's redevelopment potential, and would ignite redevelopment of the rest of Troy City Center and indeed the entire Corridor.

- Proceed with the creation of a detailed urban plan and form-based zoning code for the Urban Mixed-Use district (Troy City Center). The detailed urban plan will transform the Concept Plan in this document into an area plan that serves as a blueprint for development, service lane placement, road alignment and right-of-way requirements, and structure placement. The form-based code codifies the regulatory structure necessary to ensure implementation of the Plan.
- Install new street trees. “Given a limited budget, the most effective expenditure of funds to improve a street would probably be on trees. ...Trees can transform a street more easily than any other physical improvement. Moreover, for many people, trees are the most important single characteristic of a good street.”¹

Implementation Plan

City of Troy Big Beaver Corridor Vision

Troy City Center

Form-based code concept

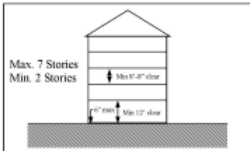

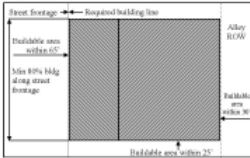
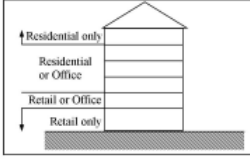
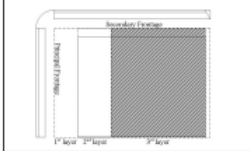
Conventional Zoning:

Use

Management

Form

Form-based Codes:

Height		<ul style="list-style-type: none"> The building shall be no less than 2 stories and no more than 7 stories tall. The ground floor elevation shall be no more than 6" above the fronting sidewalk elevation. No less than 80% of the ground floor shall have at least 12' clear height. No less than 80% of each upper story shall have at least 8' - 8" clear height. 	<p>Form-Based Codes</p> <p>A form-based code is a regulatory mechanism that seeks to achieve an urban form - a physical outcome. It replaces the traditional zoning ordinance, which is focused more on uses than physical form. The end goal is to create a specific type of place.</p> <p>This graphic is intended to show some of the elements of a form-based code. It would follow the preparation of a detailed urban plan for the City Center area and may also extend to other Big Beaver Corridor Districts.</p> 
Siting		<ul style="list-style-type: none"> The street facade shall be <i>built-to</i> not less than 80% of the street frontage. The maximum lot width/building street frontage is 100'. Not less than 10% of the lot area, contiguous with the rear of the building, shall be an open and unpaved back yard area. There are no required side setbacks. 	
Uses		<ul style="list-style-type: none"> The ground floor shall be only retail uses. The second floor shall be retail or office uses. The third to the sixth floors shall be office or residential uses. The top floor (seventh or otherwise) shall be only residential uses. 	
Parking		<ul style="list-style-type: none"> Uncovered and covered parking spaces may be provided within the 3rd layer as shown in the diagram. Trash containers shall be stored within the 3rd layer as shown in the diagram. 	

Action Items by Topic

“When a public agency wants to foster the development or redevelopment of walkable destinations, it can make a collection of policy changes that add up to a new personality for [a district]”² or Corridor. Implementation of the action items in the table below will, collectively and in partnership with the private sector, create a transformed boulevard. Action items are listed by topic, and the table also notes which body may hold primary responsibility for the action. It should be noted, however, that coordination between organizations will be essential to achieving Plan implementation.

Topic	Action Item	Responsible Body
Land Use & Development Regulations	Incorporate recommendations of the Big Beaver Corridor Study into the City’s Master Plan update.	City
	Develop specific urban plans delineating uses and design guidelines for designated areas, such as Troy City Center. Organize public meetings and charrettes to create consensus and refine the vision for each district.	DDA & City
	Adopt a form-based code to regulate relationships between buildings and public spaces, including the street, in a prescriptive rather than proscriptive manner. Use a form-based code to address building siting and placement; appropriate street and sidewalk cross-sections; design of streetscapes and public spaces; architectural design; and other urban form and design considerations. Tailor regulations to each district along the Corridor. (See graphic example).	DDA & City
	Amend the Zoning Ordinance and Zoning Map as necessary to enable implementation of the Building Use Plan.	City
	Review the various regulatory techniques available to promote mixed use development, such as overlay districts; performance zoning; and mixed-use, planned unit development, and smart growth ordinances. Update City regulations as necessary to promote mixed-use development, and rezone designated areas along the Corridor to allow for mixed use development in both a horizontal and vertical form.	DDA & City
	Embrace mixed use development. This will “involve... encouraging government and community incentive and support for mixed-use development by providing parking garages, public domain improvements, streetscaping, and transportation choices.” ³	DDA & City
	Promote the development of a variety of residential unit types within the Corridor Study Area. Amend the Zoning Ordinance and Zoning Map as necessary to permit residential development. Along the boulevard, concentrate higher density and mixed use development such as live-work units and apartments and condominiums over retail space; zone for townhomes where a transition to adjacent residential neighborhoods is planned.	DDA & City
	Require new buildings fronting Big Beaver in Troy City Center to be designed with ground floor ceiling heights that are sufficiently high and infrastructure that is sufficiently sized to accommodate future retail service uses. Ultimately, require street level space fronting Big Beaver to be occupied by active uses such as restaurants and retail, in areas specified within the detailed urban plan.	DDA & City
	Tailor building height requirements to each district, to achieve modulation in building height down the length of the Corridor. Require not just a maximum but also a minimum building height within districts. Require building height to street width ratios that create a comfortable pedestrian scale, particularly in areas where an urban character is envisioned.	DDA & City
	Refine building height requirements to ensure that building heights peak along Big Beaver and descend closer to neighborhoods bordering the Study Area, to the north and south.	DDA & City
	Update City regulations to specify maximum building setbacks in areas of the Corridor where an urban character is planned.	DDA & City
	Promote architecture that takes its cues from the exemplary architecture of the corridor.	DDA & City
	Adopt design guidelines that promote buildings designed at a human scale, with ornamentation marking floor height, bay divisions, variations in wall plane, ample windows and doors, and so forth.	DDA & City
	Update City regulations to promote outdoor dining and sidewalk cafés, while mitigating their negative impacts.	City
	Develop appropriate standards for food vendors, pushcarts, street entertainment, and the like, envisioned in Troy City Center.	City
Pedestrian & Bicycle Circulation	Refine the sidewalk system by tailoring widths to each area along the boulevard. In Troy City Center and other areas with a planned urban character, install wide sidewalks that comfortably accommodate pedestrian travel and gathering, café-style seating, and street furniture and street trees.	DDA, City, & RCOC
	Add at-grade and above-grade pedestrian crossings, fostering greater connectivity between the north and south sides of the boulevard.	DDA, City, & RCOC
	Organize an international pedestrian bridge design competition, and construct footbridges that are iconic of Big Beaver as world-class boulevard.	DDA, City, & RCOC
	Amend City regulations as necessary to require pedestrian connections between adjacent properties. Foster greater connectivity between individual development sites.	DDA & City
	Perform routine maintenance on Corridor sidewalks. In areas where bushes are overgrown and trees are untrimmed, prune vegetation along the sidewalk.	DDA, City, & RCOC
	Repair and/or repaint existing crosswalk markings, and replace decorative sidewalk pavers, as necessary.	DDA, City, & RCOC
	Install a pedestrian-friendly street name signing system. Establish a system of pedestrian wayfinding signing to major attractions.	DDA, City, & RCOC
	Construct bicycle routes along the ring road system and on local streets, to encourage bicycle travel in the Study Area.	DDA, City, & RCOC
	Amend City regulations to require that bike racks be provided in key locations such as new parking decks and adjacent to new office buildings, shops, and restaurants. Prohibit placement of bike racks directly along Big Beaver, instead focusing on making Big Beaver a pedestrian-friendly environment.	DDA & City

Topic	Action Item	Responsible Body
Transportation	Prepare detailed street cross-sections, with required dimensions for travel lanes, medians, sidewalks, and planting strips, to guide the development of new streets and modification of existing roadways in the Study Area.	DDA, City, & RCOC
	Increase the continuity of collectors paralleling Big Beaver. Focus efforts on the loop ring road system in Troy City Center, including Cunningham, Wilshire, Golfview, and Butterfield.	DDA, City, & RCOC
	Add new cross streets in Troy City Center, refining the road network into a grid.	DDA, City, & RCOC
	Improve the Crooks and Fourteen Mile Road corridors through road repair and/or repaving, coordination with adjacent communities and the Road Commission, implementation of access management techniques, traffic signal coordination, and freeway interchange improvements.	DDA, City, RCOC, & Adjacent Communities
	Prepare and adopt a Big Beaver Road Corridor access management plan that is coordinated with the City, Road Commission, and property owners.	DDA, City, & Property Owners
	As part of the access management plan, prepare a detailed service lane design plan. Install service lanes with single-direction travel lanes and adjacent parallel parking spaces along Big Beaver in Troy City Center.	DDA, City, & RCOC
	Amend the City's Zoning Ordinance and other regulations as necessary to implement the access management plan, and work to achieve access management objectives during the site plan review process. Require adequate driveway spacing; limit future driveways to the minimum number necessary; consolidate driveways; require shared parking arrangements; and promote internal cross-access. Encourage and/or require new driveways to be accessed via the ring road system and local streets, rather than Big Beaver.	DDA, City, RCOC, & Property Owners
	Prepare and adopt a Transportation Demand Management (TDM) plan to develop specific strategies fostering more efficient use of the Corridor's transportation resources.	DDA, City, RCOC, & SMART
	Supplement current transit service with a Big Beaver Corridor Continuous Bus Loop, potentially serviced by a bus trolley or similar decorative vehicle.	DDA, City, & SMART
	Establish and promote connections between the Midtown Square Transit Station and Amtrak, private transportation services, and, if implemented by others, a fixed rail commuter line.	DDA, City, SMART, Amtrak, & Private Transportation Services
	Add bus shelters and benches to increase the appeal of existing transit stops. Designate appropriate areas for new transit stops. Select a new bus shelter, to be erected throughout the Study Area, with a contemporary design reflective of the design of other Corridor amenities. Incorporate a designated City color scheme into designs.	DDA, City, & SMART
	Introduce and promote transit incentives.	DDA, City, & SMART
	Encourage companies to adopt staggered work hours, reducing the boulevard's peak hour traffic volumes.	DDA
	Introduce and promote ride-sharing incentives, such as trip matching services and special parking permits.	DDA & City
	Establish a coordinated snow removal system for pedestrian paths and service lanes along Big Beaver.	DDA & City

Implementation Plan

Topic	Action Item	Responsible Body
Parking	Restrict access to parking from Big Beaver, instead requiring that access be via side or rear streets.	DDA & City
	Prohibit front yard parking in Troy City Center and other districts where a more urban character is desired. Limit front yard parking to one or two rows in other areas of the Corridor.	DDA & City
	Strengthen the Zoning Ordinance’s screening requirements for surface parking lots.	City
	Construct service lanes with on-street parking at designated points in Troy City Center.	DDA, City, & RCOC
	Construct new public parking decks in Troy City Center, spurring the area’s redevelopment as a node of activity. Significantly, in transforming the Corridor, “the place-making dividend [will] accrue to both the developer and the community,” ⁴ justifying public expenditure. Target parking decks to the ring road system to discourage use of Big Beaver Road by automobiles.	DDA & City
	In areas of the Corridor where an urban character is envisioned, require and/or encourage construction of structured parking for new development.	DDA & City
	Require and/or encourage animation of parking decks at street level or wrapping of parking decks by buildings. Establish standards that call for high quality parking structure design.	DDA & City
	Review the Zoning Ordinance to ensure that shared parking arrangements are accommodated and promoted.	City
	Review and amend the Zoning Ordinance as necessary to ensure that parking space numerical requirements may be reduced to account for shared parking and travel by alternative modes. Allow shared parking reductions along with site plan review and approval.	City
Landscaping	Develop detailed plans for treatment of gateways, including landscaping and other improvements.	DDA, City, & RCOC
	Install additional landscaping at the I-75/Big Beaver and I-75/Rochester interchanges, creating forested, park-like settings within the bounds of MDOT requirements. In developing the Big Beaver/I-75/Rochester gateway, take advantage of City-owned property at the northeast corner of Rochester and Big Beaver.	DDA, City, RCOC, & MDOT
	Establish green space at the four corners of Big Beaver and Coolidge.	DDA, City, & RCOC
	Intensify landscaping at the intersections of Big Beaver and Dequindre and Big Beaver and Adams.	DDA, City, & RCOC
	Install denser landscaping along Big Beaver in the Adams Gateway and Dequindre Gateway, creating the character envisioned for the Residential Parkway districts.	DDA, City, & RCOC
	Establish linear parks and greenbelts in transition areas north and south of the Corridor (i.e., at the edges of the Study Area).	DDA & City
	Establish a public-private partnership to spearhead development of City Center Park—two squares flanking the north and south sides of Big Beaver, in Troy City Center.	DDA, City, & Developers
	Install large canopy trees along Big Beaver Road, within the median and in the planting strip between vehicular travel lanes and sidewalks. Supplement and/or replace existing trees, as necessary. Use street trees to create a strong visual axis along the Corridor.	DDA, City, & RCOC
	Repair and/or replace existing decorative tree grates along the Corridor, as necessary.	DDA, City, & RCOC
	Adopt landscape design guidelines for the entire Corridor and/or selected districts.	DDA, City, & RCOC
	Adopt and enforce a maintenance ordinance to ensure that property owners maintain existing and future landscaping.	City
Amenities & Lighting	Adopt and/or amend regulations as necessary to require provision of parks, plazas, open space, and/or pedestrian gathering areas in conjunction with new development or redevelopment in the Corridor.	DDA & City
	Select new street furniture—benches, trash receptacles, planters, and the like—that is low-maintenance, vandal-resistant, and sleek, elegant, and modern in design. Incorporate a designated City color scheme into designs. Install sidewalk furnishings throughout the Corridor, but focus on key locations/districts for siting of amenities. Cluster amenities, and place them based on observation of how they will be used. Replace and augment existing street furniture on a systematic basis until it matches Corridor design standards. Require new development to use City benchmark amenities as a part of new or redevelopment proposals.	DDA & City
	Adjust sidewalk widths as necessary to ensure that sidewalks include an adequate furnishing zone.	DDA, City, & RCOC
	Install a pedestrian-friendly street name signing system. Establish a system of pedestrian wayfinding signing to major attractions.	DDA, City, & RCOC
	Encourage the placement of pedestrian-oriented projecting signs along all street frontages in Troy City Center and promenade areas.	DDA & City
	Select and install new streetlights that are stylistically similar to other amenities: bold, contemporary, and beautiful.	DDA, City, & RCOC
	Install pedestrian-scaled lampposts along sidewalks and in pedestrian gathering places. Add and/or strengthen regulations that require developers to install pedestrian-scaled lighting along sidewalks and in pedestrian areas, for new development or redevelopment along the Corridor.	DDA, City, & RCOC
Civic Art	Amend Zoning Ordinance standards for parking lot lighting as necessary to ensure that light fixtures are directed and shielded to minimize light pollution, spillover, and glare.	City
	Install public art at pulse points, gateways, and in public parks, squares, and plazas.	DDA & City
	Install accent lighting to draw attention to pedestrian bridges, public art, and other landmarks along the world-class boulevard.	DDA & City
	Construct attractive new public parking decks that are wrapped by buildings, animated at street level, disguised as commercial buildings, or otherwise exhibit high quality design.	DDA & City
	Install new street furniture, bus shelters, and streetlight fixtures with a cutting edge, beautiful design, setting the tone for Corridor redevelopment.	DDA, City, RCOC, & SMART
	Organize an international pedestrian bridge design competition, and construct footbridges that are iconic of Big Beaver as world-class boulevard.	DDA, City, & RCOC
	Host an international competition to generate a design for the Civic Center farmer’s market structure.	DDA & City

(Footnotes)

¹ Allan B. Jacobs, *Great Streets* (Boston: Massachusetts Institute of Technology, 1996), page 293.

² Adrienne Schmitz and Jason Scully, *Creating Walkable Places: Compact Mixed-Use Solutions* (Washington, D.C.: The Urban Land Institute, 2006), page 53.

³ Geoffrey Booth, Bruce Leonard, and Michael Pawlukiewicz, *Ten Principles for Reinventing America’s Suburban Business Districts* (Washington, D.C.: The Urban Land Institute, 2002), page 15.

⁴ *Ibid.*, page 20.



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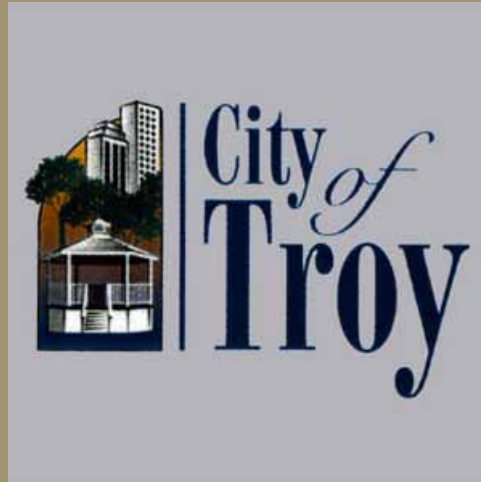
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